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**California  
Medicine**



## EDITORIAL

### Utilization Review Plan

THE MEDICAL STAFF of almost every hospital in California faces the immediate prospect of participating in the formation of a utilization review plan. Under Public Law 89-97—"Medicare"—the State Department of Public Health will need to "certify" to the Federal Government by about 15 May 1966 that a hospital meets all requirements for "participation"—including a requirement that it have an acceptable plan for review of hospital utilization. Unless it is so "certified," a hospital cannot receive government payment for those services prescribed under the law to almost all persons 65 years of age and over.

The purpose of utilization review in hospitals is primarily educational—to permit the medical staff, by reviewing and analyzing patterns of medical care, to improve its use of the services and facilities of the hospital. If, as a result of utilization review, beds and services come to be used to maximum efficiency, a number of benefits result: More patients can be taken care of, diagnostic services are performed more promptly, delays in scheduling surgical operations are minimized, hospital stays are shortened, convalescent facilities tend to be improved and the total cost of hospitalization is reduced for most patients.

By placing this requirement in the federal law, Congress hoped to improve utilization patterns in all hospitals, thus improving efficiency and holding down costs of hospital care. The law requires an activity which has been recommended by the American Medical Association since 1959, by the

California Medical Association since 1960, and is now a requirement for accreditation by the Joint Commission on Accreditation of Hospitals.

Most medical staffs will have little difficulty in forming a committee to review, "on a sample or other basis," admissions to the hospital, lengths of stays and the use of diagnostic and treatment facilities, for the purpose of achieving the best possible use of the hospital and of other facilities within the community. In some hospitals a medical staff committee will have utilization review as its only function, while in other institutions the utilization review plan may be implemented by existing committees. When a medical staff is too small or the institution does not have an organized staff, a group outside the hospital, which is established by the county medical society, should on request assist the hospital by undertaking to create and administer a utilization review plan.

Every chief of staff and each hospital administrator has received "Guidelines for Utilization Review" developed by the California Medical Association and jointly distributed by the CMA and the California Hospital Association. By following these guidelines, most hospitals may readily establish an acceptable utilization review plan.

In addition to reviewing the general pattern of care, another of the requirements of the law is that the plan must provide for the review of *each* case in which the patient stays in the hospital for "a period of extended duration." The medical staff utilization committee must decide what constitutes such an extended stay. The review of the case must be done no later than one week after the patient has remained in the institution for an "extended duration." If, after consultation with the attending physician, it is found not to be medically necessary for the patient to remain in the institution, then

*95th*



*annual session*

P R O G R A M



Biltmore Hotel, Los Angeles

MARCH 19 to 23, 1966



Scientific Sessions • Technical Exhibits

Motion Picture Symposia

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Meetings of the House of Delegates



CALIFORNIA MEDICAL ASSOCIATION

## SCIENTIFIC SESSIONS

LOCATION	Saturday, March 19	Sunday, March 20	Monday, March 21	Tuesday, March 22	Wednesday, March 23
BILTMORE HOTEL	A.M. P.M.	A.M. P.M.	A.M. P.M.	A.M. P.M.	A.M. P.M.
Biltmore Bowl					
Ballroom					
Galleria Room					
Renaissance Room					
Ballroom Foyer					
Conference Room 1					
Conference Room 2					
Conference Room 4					
Conference Room 8					
Conference Room 9					
Conference Room 10					
Rendezvous Room					
Music Room					

# Scientific Program

**CALIFORNIA  
MEDICAL  
ASSOCIATION**

*Ninety-Fifth  
Annual Session*

**Biltmore Hotel**

**LOS ANGELES  
March 19 to 23\*†  
1966**

**\*House of Delegates  
Opening Meeting  
Saturday, March 19  
7:00 p.m.**

**†Special Conferences Start  
Saturday, March 19  
9:00 a.m.  
See pages 14 to 18**

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# Information

**BADGES.** It is important that badges be worn at all times. Admission to scientific meetings is by badge only.

**COUNCIL.** The first meeting of the Council will be held in the Galeria Room, Friday, March 18 at 4:00 p.m., reconvening Saturday, March 19, 9:00 a.m. to 4:30 p.m., Galeria Room.

Further meetings will be held at 7:30 a.m. or 8:00 a.m., Sunday through Wednesday.

**DELEGATES.** For list of delegates, meeting times, places and agenda, see pages 44 to 49.

**EMERGENCY CALLS AND MESSAGES.** Convention Emergency Call Number: 213 629-6416—8:30 a.m. to 4:30 p.m., Saturday, March 19 through Wednesday, March 23.

**MESSAGE CENTER (213 629-6416)**—*Provided through the courtesy of the Pacific Telephone and Telegraph Company*—Registration Desk, Galeria—Open 8:30 a.m. to 4:30 p.m.—The Association will *attempt* to transmit messages to the individual physician. Each physician should notify his own office of the exact times and meetings he plans to attend, and the convention number.

**TECHNICAL EXHIBITS**—Rex Room. See pages 67 to 74.

**SCIENTIFIC EXHIBITS**—Rex Room. See page 41.

**ORGANIZATIONAL EXHIBITS**—South Galeria. See page 41.

**MOTION PICTURE SYMPOSIA** will be shown in the Music Room. See program synopsis, page 40.

**TELEVISION SYMPOSIA** will be shown in the Music Room. See program synopsis, page 40.

*You are urged to visit and attend all exhibits.*

**MEETING TIMES AND PLACES.** See chart on page 2 for exact times and places of general and section meetings.

**REGISTRATION.** Registration and information desks are located in the Galeria. *All members, guests, and visitors are requested to register immediately on arrival.* There is no charge for registration. Registration desks are open Saturday through Wednesday. *Admission to the general and section sessions and exhibit area is by badge only.*

Members wishing to vote in specialty sections must indicate appropriate section when registering; voting in other sections will not be allowed.

**QUALIFICATIONS/REQUIREMENTS FOR REGISTRATION.** (a) All M.D.'s with credentials showing that they hold valid license to practice medicine. (Membership card in C.M.A.; county medical society/association or A.M.A. membership card.) (b) Medical students will be admitted upon presentation of credentials from their medical schools identifying them as medical students. (A membership card of the Student American Medical Association or letter from their dean's office.) (c) Medical assistants will be admitted upon presentation of a letter from the physician-employer or C.M.A.A. membership card. (d) Military paramedical personnel will be admitted upon presentation of a letter requesting their admittance, written by their commanding officer. (e) Dentists (D.D.S.), doctors of veterinary medicine (D.V.M.), registered nurses (R.N.), student nurses, x-ray technicians, laboratory technicians, allied public health personnel, and others will be admitted provided they have proper identification. (f) *All questions on admission will be passed upon by a member of the Committee on Registration who will be present at the desk.*

■ **FRIDAY, MARCH 18**

**Medical Executives Conference**—Conference Room 8, 12:00 p.m. to 5:00 p.m.

■ **SATURDAY, MARCH 19**

**CMA HOUSE OF DELEGATES OPENING SESSION**—Biltmore Bowl, 7:00 p.m.

**CALPAC Meeting**—Biltmore Bowl, immediately following the Opening Session of the CMA House of Delegates.

**American College of Chest Physicians**—Conference Room 10, 8:00 a.m. to 5:00 p.m.

**California Federation of Pediatric Societies Meeting**—Conference Room 9, 1:30 p.m. to 5:00 p.m.

**California Society of Anesthesiologists**—Conference Room 8, 8:00 a.m. to 5:00 p.m.

**California Physicians' Service Board Meeting**—Conference Room 5, 4:00 p.m.; **Dinner**—Conference Room 4, 6:00 p.m.

**Conference on Occupational Health Luncheon**—Ballroom, 12:00 noon.

**Los Angeles and Metropolitan Dermatological Societies**—Good Hope Clinic, 1241 Shatto, Los Angeles, 2:30 p.m.

**Reference Committee Chairmen Luncheon and Meeting**—Conference Room 5, 12:00 noon.

■ **SUNDAY, MARCH 20**

**CMA PRESIDENTS' RECEPTION** honoring the Presidents of the California Medical Association and the Woman's Auxiliary, Renaissance Room, 6:30 p.m.

**CMA Section on Allergy Luncheon**—Rendezvous Room, 12:00 noon.

**CMA Section on Pediatrics Luncheon with the Council of Pediatric Societies**—Conference Room 4, 12:30 p.m.

■ **MONDAY, MARCH 21**

**AMA Delegates Meeting**—Conference Room 5, 2:00 p.m.

**Bureau of Medical Economics Meeting and Luncheon**—Conference Room 3, 9:00 a.m. to 5:00 p.m.

**CMA Section on Obstetrics and Gynecology Joint Luncheon Meeting with the California Division of the American College of Obstetricians and Gynecologists**—Galeria Room, 12:00 noon.

**Yale Alumni Reception**—Conference Room 1, 5:30 p.m.

■ **TUESDAY, MARCH 22**

**CMA Past Presidents' Luncheon**—Conference Room No. 9, 12:00 noon.

**California Medicine-Editorial Board Luncheon**—Conference Room 10, 12:15 p.m.

**Conference on Disaster Medical Care Luncheon**—Conference Room 5, 12:00 noon.

**Conference of Physicians and School Administrators Luncheon**—Renaissance Room, 11:45 a.m.

**Medical Friends of Wine Reception**—Galeria Room, 7:00 p.m.

**Stanford Alumni Breakfast**—Conference Room 4, 7:30 a.m. to 9:00 a.m.

■ **WEDNESDAY, MARCH 23**

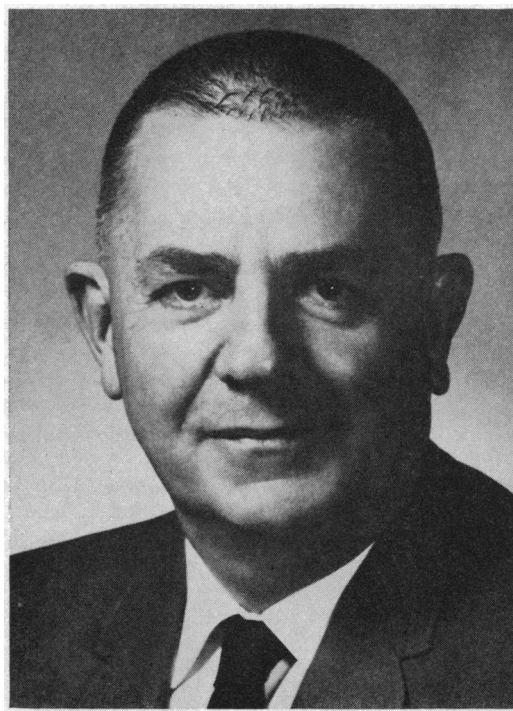
**California Physicians' Service Lunch and Meeting**—Conference Room 4, 12:00 noon to 5:00 p.m.

## *Other Meetings and Entertainment*

CALIFORNIA  
MEDICAL  
ASSOCIATION

RALPH C.

*Teall*  
*president*



JAMES C.

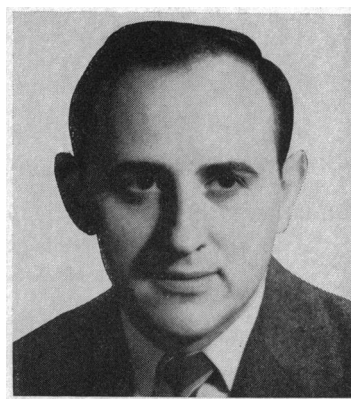
*MacLaggan*  
*president-elect*



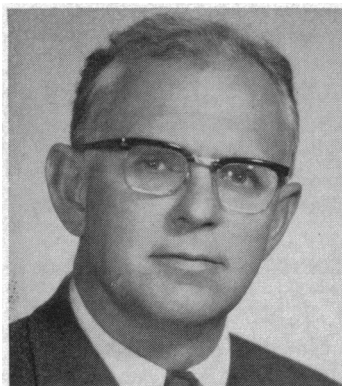
# *Guest Speakers*



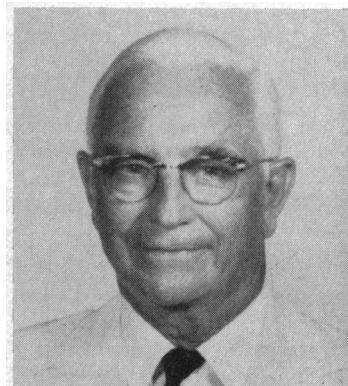
**CHARLES K. FRIEDBERG**



**BERNARD LOWN**



**BELDING H. SCRIBNER**



**OWEN H. WANGENSTEEN**

■ **CHARLES K. FRIEDBERG, M.D.**, Associate Clinical Professor of Medicine, Columbia University School of Medicine, New York, New York

■ **BERNARD LOWN, M.D.**, Assistant Professor of Medicine, Department of Nutrition, Harvard School of Public Health, Boston, Massachusetts

■ **BELDING H. SCRIBNER, M.D.**, Professor of Medicine, University of Washington School of Medicine, Seattle, Washington

■ **OWEN H. WANGENSTEEN, M.D.**, Professor and Chairman, Department of Surgery, University of Minnesota, Minneapolis, Minnesota

# *Out-of-State Guests of Sections and Organizations*

## ***Allergy—***

- REXFORD G. HAYCRAFT, Major, M.C., United States Air Force, Offutt Nebraska

## ***Anesthesiology—***

- PHILIP R. BROMAGE, M.D., Montreal, Quebec, Assistant Professor, Department of Anesthesiology, McGill University School of Medicine
- MAX SAMTER, M.D., Chicago, Illinois, Professor of Medicine, University of Illinois Medical Center
- GORDON L. SNIDER, M.D., Chicago, Illinois, Chief, Division of Thoracic Medicine, Mt. Sinai Hospital

## ***General Surgery—***

- J. A. MONCRIEF, Colonel, M.C., United States Army, San Antonio, Texas, Commander and Director United States Army Surgical Research Unit, Brooke Army Medical Center

## ***Obstetrics and Gynecology—***

- RONALD J. PION, M.D., Seattle, Washington, Assistant Professor of Obstetrics and Gynecology, University of Washington School of Medicine

## ***Ophthalmology—***

- ALSTON CALLAHAN, M.D., Birmingham, Alabama
- DAN M. GORDON, M.D., New York, New York, Professor of Ophthalmology, Cornell University Medical College

## ***Pathology—***

- DANIEL M. BAER, M.D., Portland, Oregon, Pathologist, Providence Hospital Laboratory

## ***Pediatrics—***

- E. H. CHRISTOPHERSON, M.D., Evanston, Illinois, Executive Director, American Academy of Pediatrics

## ***Preventive Medicine and Public Health—***

- J. GORDON BARROW, M.D., Atlanta, Georgia, Director, Cardiovascular Control Services, State of Georgia Department of Health

## ***California Student Health Study—Committee on School Health—***

- FRED V. HEIN, Ph.D., Chicago, Illinois, Director of Department of Health Education, American Medical Association
- JULIUS RICHMOND, M.D., Washington, D.C., Director, Head Start Program, Office of Economic Opportunity

## ***Committee on Dangerous Drugs and Adverse Reactions—Conference on Adverse Drugs—***

- JOHN J. MERENDINO, M.D., Washington, D.C., Deputy Director, Food and Drug Administration, Department of Health, Education, and Welfare

## ***Conference on Cancer—Los Angeles Branch of the American Cancer Society***

- EDGAR L. FRAZELL, M.D., New York, New York, Chief, Head and Neck Service, Memorial Hospital for Cancer and Allied Diseases

## ***Conference on Environmental Health—Committee on Environmental Health—***

- MALCOLM HARGRAVES, M.D., Rochester, Minnesota, Senior Consultant, Mayo Clinic

## ***Conference on Occupational Health—Committee on Occupational Health & Rehabilitation***

- ALEXANDER HIRSCHFELD, M.D., Detroit, Michigan
- D. JOHN LAUER, M.D., New York, New York, Medical Director, International Telephone and Telegraph Corporation

## ***Northern California Rheumatism Association and Southern California Rheumatism Society—***

- MORRIS ZIFF, M.D., Dallas, Texas, Professor of Internal Medicine, University of Texas School of Medicine

## ***Interagency Cancer Conference—***

- SIDNEY J. CUTLER, Sc.D., Bethesda, Maryland, Head of End Result Section, Clinical Biometry Branch, National Cancer Institute

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# Scientific Sessions

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## ■ GENERAL MEETINGS

### FIRST GENERAL MEETING

SUNDAY, MARCH 20

2:00 p.m.—Ballroom, Galeria Floor

### Coronary Artery Disease

#### 2:00— Symposium on General Care in Coronary Artery Disease

Moderator: John J. Sampson, M.D., San Francisco

2:00—Coronary Care Units (Myocardial Infarction)—  
Bernard Lown, M.D., Boston, by invitation.

2:15—Care of Shock and Heart Failure in Acute Myo-  
cardial Infarction—Eliot Corday, M.D., Los An-  
geles.

2:35—Physical Activity During and Following Acute  
Myocardial Infarction—Robert Stivelman, M.D.,  
Los Angeles.

2:50—General and Psychological Care of the Patient with  
Acute Myocardial Infarction—Charles K. Fried-  
berg, M.D., New York, by invitation.

3:15—Recess.

#### 3:30— Symposium on Arrhythmias

Moderator: George C. Griffith, M.D., Los Angeles

3:30—Value of Monitoring for Arrhythmias—Herman N.  
Uhley, M.D., San Francisco.

3:45—Management of Ectopic Arrhythmias — Bernard  
Lown, M.D., Boston, by invitation.

4:05—Third-degree Heart Block—Charles K. Friedberg,  
M.D., New York, by invitation.

4:30—Mechanisms of Drug Therapy in Arrhythmias and  
Dynamic Defects—Albert A. Kattus, Jr., M.D., Los  
Angeles.

5:00-6:00—Small Group Discussions.

## **Gastrointestinal Hemorrhage**

2:00— **Panel Discussion**

### **Major Gastrointestinal Hemorrhage**

Moderator: Clarence J. Berne, M.D., Los Angeles

Members of the Panel: Owen H. Wangensteen, M.D., Minnesota, by invitation; Parker R. Beamer, M.D., Los Angeles, by invitation; J. Edward Berk, M.D., Harvey I. Meyers, M.D., and W. Russell Smith, M.D., all from Los Angeles.

This session will be a discussion and an analysis of case presentations prepared by Doctor Clarence J. Berne and the panelists. Several microphones will be placed in the audience to encourage the questions and discussions that make for a lively program.

## **Therapy of Uremia**

Moderator: Morton H. Maxwell, M.D., Los Angeles

9:30—**The Uremic Syndrome**—Harvey C. Gonick, M.D., Los Angeles.

9:45—**Fluid and Electrolyte Disturbances of Uremia**—Paul F. Gulyassy, M.D., San Francisco, by invitation.

10:15—**The Work-Up of the Uremic Patient**—Arthur Gordon, M.D., Los Angeles.

10:35—**Conservative Treatment of Acute Renal Failure**—Telfer B. Reynolds, M.D., Los Angeles.

10:55—**Conservative Treatment of Chronic Uremia**—Charles R. Kleeman, M.D., Los Angeles.

11:15—**Role of Dialysis in Uremia**—Belding H. Scribner, M.D., Seattle, by invitation.

11:35—**Surgery and Uremia**—Stanley S. Franklin, M.D., Los Angeles.

11:55— **Panel Discussion**

### **Treatment of Uremia: Conservative, Dialysis, Transplantation**

Moderator: Milton Rubini, M.D., Los Angeles, by invitation

Members of the Panel: Belding H. Scribner, M.D., Seattle, by invitation; Paul F. Gulyassy, M.D., San Francisco, by invitation; Arthur Gordon, M.D., and Telfer B. Reynolds, M.D., Los Angeles.

## **SECOND GENERAL MEETING**

**MONDAY, MARCH 21**

**2:00 p.m.—Ballroom, Galeria Floor**

## **THIRD GENERAL MEETING**

**TUESDAY, MARCH 22**

**9:30 a.m.—Ballroom, Galeria Floor**

# PRE-CONVENTION & CONVENTION

## *special conferences*

**SATURDAY, MARCH 19—9:30 a.m. to 3:30 p.m.—Renaissance Room, Galeria Floor**

### **RADIOLOGY CONFERENCE**

**Committee on Cancer, California Medical Association**

*Chairman:* Stanley A. Moore, M.D., San Diego • *Secretary:* John F. Weigen, M.D., Palo Alto

#### **THERAPY SESSION—9:30 a.m. to 11:30 a.m.**

Departing from prior case presentation format, a panel discussion of three common therapeutic problems will be held, with audience participation encouraged.

#### **DIAGNOSTIC SESSION—1:30 p.m. to 3:30 p.m.**

Diagnostic cases with histories and films will be presented. Cases have been selected to illustrate specific problems in the radiological and clinical diagnosis of cancer. Audience participation and discussion are urgently requested.

### **SATURDAY, MARCH 19—9:00 a.m.—Ballroom Foyer, Galeria Floor**

#### **CONFERENCE ON OCCUPATIONAL HEALTH**

#### **INJURY AND DISEASE—ITS EMOTIONAL IMPACT**

##### **9:00—Registration**

Presiding: Edward J. Zaik, M.D.

CMA Committee on Occupational Health  
and Rehabilitation, Los Angeles

9:30—Welcome—Ralph C. Teall, M.D., President,  
California Medical Association

Purpose of the Conference—Carl E. Anderson,  
M.D., Chairman of the Council, California  
Medical Association

##### **9:40—Symposium**

Education Needs—Are They Special?

Moderator: Jean S. Felton, M.D., Professor of  
Occupational Health, U.C. Center for the  
Health Sciences, Los Angeles, by invitation

1. In Safety Programs—Walter Stikeleather,  
Plant Safety Supervisor, Pacific Telephone  
Co., Los Angeles, by invitation

2. For Physicians and Nurses—D. John Lauer,  
M.D., Medical Director, International Tele-  
phone and Telegraph Corporation, New  
York, N.Y., by invitation

3. For Claims Personnel and Industrial Rela-  
tions—Howard D. Craighton, Plant Per-  
sonnel Supervisor, Pacific Telephone Co.,  
Los Angeles, by invitation

##### **10:30—Questions and Answers**

##### **10:45—Recess**

11:00—The Detroit Pilot Program—Alexander  
Hirschfeld, M.D., Detroit, Michigan, by invi-  
tation

##### **12:00—Luncheon—Ballroom, Galeria Floor**

Presiding: Packard Thurber, Jr., M.D.,  
Chairman, CMA Committee on  
Occupational Health and Rehabilitation

Compensable Injuries—Alexander Hirschfeld,  
M.D., Detroit, Michigan, by invitation

### **SATURDAY, MARCH 19—1:45 p.m.—Galeria Room, Galeria Floor**

1:45—The Emotional Impact: Patient Interview—  
Video Tape Presentation—Allen J. Enelow,  
M.D., Los Angeles

##### **2:15—Panel Discussion**

Moderator: Allen J. Enelow, M.D.,  
Postgraduate Psychiatry Department,  
University of Southern California, Los Angeles

Members of the Panel:

1. Alexander Hirschfeld, M.D., Detroit, Mich-  
igan, by invitation
2. Industrial Physician—Robert Anderson,

M.D., Division of Industrial Accidents, Pa-  
cific Telephone Co., San Francisco

3. Industrial Relations—Milton Holmen, Per-  
sonnel Manager, Systems Development  
Corporation, Santa Monica, by invitation

4. Labor—Charles Scully, Legal Counsel, Cal-  
ifornia AFL-CIO, San Francisco, by invi-  
tation

5. Division of Industrial Accidents—Thomas  
N. Saunders, Administrative Director, Di-  
vision of Industrial Accidents, San Fran-  
cisco, by invitation

4:30—Concluding Statements—Packard Thurber,  
Jr., M.D., Los Angeles

**SATURDAY, MARCH 19—2:00 p.m.—Conference Room 4, Conference Room Floor**

**SYMPOSIUM ON CANCER**

**THE UBIQUITOUS LUMP IN THE NECK**

Presented by The American Cancer Society,  
Los Angeles Branch

Moderator: Edgar L. Frazell, M.D., New York City,  
by invitation

Members of the Panel: Robert J. Schweitzer, M.D.,  
Oakland, Robert S. Pollack, M.D., San Francisco,  
Emory S. Moore, M.D., Long Beach, Harvey P.  
Groesbeck, Jr., M.D., San Diego, Lewis W. Guiss,  
M.D., Los Angeles, and James T. Helsper, M.D.,  
Pasadena

Doctor Edgar L. Frazell, Chief of the Head and Neck  
Service at the Memorial Hospital for Cancer and  
Allied Diseases, will discuss first the primary  
problem of the patient who presents with a sus-  
picious neck nodule. The members of the panel  
will then present their experiences related to  
primary tumors of the head and neck, which me-  
tastasize to the neck, and their management of  
such problems. The presenting complaint, rather  
than symptoms referable to the primary tumor,  
will be given. Doctor Frazell will comment upon  
each presentation, comparing it with the pro-  
cedures and results of Memorial Hospital

**SATURDAY, MARCH 19—2:00 p.m.—Conference Room 1, Conference Room Floor**

**CONFERENCE ON THE  
HEMOLYTIC DISEASE OF THE NEWBORN**

*Sponsored by the Committee on Maternal and Child Care,  
California Medical Association, and the California State  
Department of Public Health*

**2:00— Round Table Discussion**

**Hemolytic Disease of the Newborn:  
Present and Future Methods of Prevention  
and Treatment**

Moderator: Talcott Bates, M.D., Monterey

Participants: Carol B. Hyman, M.D., Los An-

geles, Joseph H. Kushner, M.D., Jimmie A.  
Westberg, M.D., both San Francisco, and  
Arthur J. Rollins, M.D., Willows

The Committee on Maternal and Child Care  
and the California State Department of  
Public Health completed in 1965 a three-  
year study of all hemolytic deaths in new-  
born infants. This Conference will be of  
interest and importance to general practi-  
tioners, obstetricians, pediatricians and  
other physicians responsible for infant  
care. The program will emphasize practi-  
cal preventive and treatment methods

**SUNDAY, MARCH 20—9:30 a.m.—Ballroom, Galeria Floor**

**SPECIAL CONFERENCE ON PROBLEMS OF  
OFFICE MANAGEMENT**

*Sponsored by the California Medical  
Assistants Association*

General Chairman: Erna de Nu, Hayward

**9:30— Panel Discussion**

**"Doctor, What You Don't Know Can Hurt You"**

Moderator: Charlotte C. Baer, M.D., San Francisco

Members of the Panel: Robert D. Huber,  
LL.B., San Francisco, Henry Bodner, M.D.,  
Van Nuys, Mary Kinn, Santa Ana, Erna de  
Nu, Hayward, and Dorothy Hyde, Fresno

There will be a visual demonstration of sev-  
eral important mistakes with a critique  
and discussion by the panel of ways to  
prevent or correct these mistakes

The purpose of this program is to assist phy-  
sicians in improving office management pro-  
cedures

**SUNDAY, MARCH 20—2:30 p.m.—Rendezvous Room, Galeria Floor**

**FIRST CONFERENCE ON MEDICINE AND  
RELIGION**

*Sponsored by the CMA Committee on Medicine and  
Religion*

Chairman: Roger W. Barnes, M.D., Los Angeles  
of CMA Committee on Medicine and Religion

**2:30—Welcome—Roger W. Barnes, M.D., Chairman**

**2:40— Teamwork**

**The Physician, the Clergyman, and the Patient with  
Terminal Illness**

Moderator: The Reverend Dr. Paul B. McCleave,  
Director of AMA Department of Medicine  
and Religion, by invitation

**2:40—Introduction—The Reverend Dr. Paul B. Mc-  
Cleave, Chicago, by invitation**

**2:55—The Clergyman's Viewpoint—Bishop Tim-  
othy Manning, Vicar General, Archdiocese of  
Los Angeles, by invitation**

**3:20—The Physician's Viewpoint—Albert E. Long,  
M.D., San Francisco**

**3:45—Panel Discussion—Questions from the Audi-  
ence**

**4:00—Medicine and Religion in Component Societies  
—Ronald D. Smith, M.D., Fresno**

**MONDAY, MARCH 21—9:15 a.m.—Ballroom Foyer, Galeria Floor**

**CONFERENCE ON RHEUMATIC DISEASES**

*Sponsored by the Northern California Rheumatism Association, the Southern California Rheumatism Society, and the Arthritis Foundation, Northern and Southern California Chapters*

Presiding: Martin A. Shearn, M.D., El Cerrito

- 9:15—**Laboratory Aids in the Diagnosis of Rheumatic Diseases**—Morris Ziff, M.D., Dallas, Texas, by invitation
- 10:00—**The Surgical Treatment of Arthritis**—Leonard Marmor, M.D., Los Angeles

10:45—Recess

**11:00—Panel Discussion**

Presiding: Melvin R. Kaplan, M.D., San Gabriel

**Treatment of Rheumatoid Arthritis**

Moderator: Ephraim P. Engleman, M.D., San Mateo

Members of the Panel: Joseph E. Giansiracusa, M.D., San Jose; Virgil Hanson, M.D., Los Angeles; J. Paul Harvey, Jr., M.D., Los Angeles; William R. Murray, M.D., San Francisco

**MONDAY, MARCH 21—9:30 a.m.—Conference Room 4, Conference Room Floor**

**CONFERENCE ON ENVIRONMENTAL HEALTH**

Chairman: Francis M. Pottenger, Jr., M.D., Monrovia

**9:30—Panel Discussion**

**Diagnosis and Treatment  
of Pesticide Induced Illnesses**

Moderator Irma C. West, M.D., Berkeley

Members of the Panel: Rutherford T. Johnstone, M.D., Los Angeles, and Malcolm Hargraves, M.D., Rochester, Minn., by invitation

1. **Public Health Aspects**—Irma C. West, M.D., Berkeley
2. **Toxicology and Diagnosis**—Rutherford T. Johnstone, M.D., Los Angeles
3. **Treatment**—Malcolm Hargraves, M.D., Rochester, Minn., by invitation

10:55—**Occupational Health in Aerospace and Ground Support**—Dwight B. Culver, M.D., Azusa

11:35—**Dangers and Control of Water Borne Diseases in California**—Frank M. Stead, Berkeley, by invitation

**TUESDAY, MARCH 22—9:00 a.m.—Galeria Room, Galeria Floor**

**JOINT CONFERENCE FOR PHYSICIANS AND  
SCHOOL ADMINISTRATORS**

*Program Co-sponsored by the Committee on School Health, California Medical Association, California Association of School Administrators and the California Joint Study of Student Health Problems and School Performance*

General Chairmen: Gerald G. Jampolsky, M.D., Tiburon; B. Otis Cobb, M.D., Walnut Creek

9:00—**Addresses of Welcome**—James C. MacLaggan, M.D., President-Elect, California Medical Association, San Diego; Norman Sharer, Ph.D., Superintendent, Santa Barbara City Schools, Santa Barbara, by invitation

**9:30—Symposium**

**Health Needs of School Children—Should  
Physicians and School Administrators  
Fight or Switch?**

Presiding: Gerald G. Jampolsky, M.D., Tiburon

9:30—**Impact of Federal Programs on the Health of School Children**—Julius Richmond, M.D., Director, Head Start Program, Office of Economic Opportunity, Washington, D.C., by invitation

10:00—Recess

10:15—**Local Levels—Should School Administrators and Physicians Fight or Switch?**

1. **Problems and Specific Programs—School Administrators' Perception**—Louise Seyler, Ed.D., Deputy Superintendent, Los Angeles City Unified School District, Los Angeles, by invitation
2. **Problems and Specific Programs—Physicians' Perception**—Tom W. Robinson, M.D., Newport Beach

**11:00—Panel Discussion**

**Molehills to Mountains—Putting Local  
Problems Into Perspective**

Moderator: Richard Foster, Ed.D., by invitation

Members of the Panel: Glenn Austin, M.D., Los Altos; Clifford Thyburg, Covina, by invitation, Louise Seyler, Ed.D., Los Angeles, by invitation, and Tom W. Robinson, M.D., Newport Beach

11:45—**No-host Luncheon** (Preparation of questions for afternoon "Town Hall Meeting" panelists)—Renaissance Room, Galeria Floor

**TUESDAY, MARCH 22—2:00 p.m.—Galeria Room, Galeria Floor**

**CALIFORNIA JOINT STUDY OF STUDENT  
HEALTH PROBLEMS AND  
SCHOOL PERFORMANCE**

Presiding: Norman Sharer, Ph.D., Santa Barbara,  
by invitation

- 2:00—1. **Introduction and Objectives**—B. Otis Cobb,  
M.D., Walnut Creek  
2. **Funding the Study\***—Robert Osborn,  
D.V.M., Los Angeles, by invitation  
2:15—**Documentary Film**—Leonard J. Dolton, Ed.D.,  
Walnut Creek, by invitation  
2:45—**Health and Student Performance—Some Spe-  
cific Relationships**—B. Otis Cobb, M.D., Wal-  
nut Creek  
3:05—**Physician Respondent**—Maxine M. Sehring,  
M.D., Walnut Creek

\*The study was made possible by a grant from the Cali-  
fornia Dairy Council.

3:15—**Educator Respondent**—Harold Schoenfeld,  
Union City, by invitation

**3:30— Town Hall Panel Discussion**

**The Big Compromise**

Moderator: Byron H. Demorest, M.D., Sacramento

Members of the Panel: Thomas Braden,  
Oceanside; Keith Walton, Ed.D., Santa Fe  
Springs; Wilson Riles, Sacramento; Paul  
Hillar, Ed.D., Modesto, and Fred V. Hein,  
Ph.D., Chicago, all by invitation

(Questions from the audience are invited)

**4:45—Conclusion—**

1. Norman Sharer, Ph.D., Santa Barbara, by  
invitation
2. Ruth A. Frary, M.D., Watsonville

**TUESDAY, MARCH 22—9:30 a.m.—Conference Room 1, Conference Room Floor**

**DISASTER MEDICAL CARE**

**Theme: The Community in Action**

General Chairman: Donald E. Barker, M.D.,  
Van Nuys

9:30—**Welcome**—Wayne P. Chesbro, M.D., Berkeley

**9:35— Panel Discussion**

**Local Projects in Disaster Preparedness**

Moderator: Donald E. Barker, M.D., Van Nuys

9:35—**Planning Local Exercises**—Charles Hender-  
son, M.D., San Mateo

9:55—**Teaching the Allied Health Services**—Emile  
Meine, M.D., Panorama City

10:15—**Discussion**

**10:35— Panel Discussion**

**The Effects of the Watts Riot on Disaster  
Medical Care in Los Angeles**

Moderator: Frank F. Schade, M.D., Los Angeles

Members of the Panel: Milford X. Anderson,  
M.D., Los Angeles, and Kenneth H. Suther-  
land, M.D., Los Angeles

1. **"Disaster Strikes"**—Motion Picture—Los  
Angeles Fire Department
2. **The City in Action**—Milford X. Anderson,  
M.D., Los Angeles
3. **County Medical Care**—Kenneth H. Suther-  
land, M.D., Los Angeles
4. **Management of a Spreading Medical Prob-  
lem**—Frank F. Schade, M.D., Los Angeles  
Discussion

**TUESDAY, MARCH 22—2:00 p.m.—Conference Room 1, Conference Room Floor**

**INTERAGENCY CONFERENCE ON  
CANCER DIAGNOSIS, TREATMENT AND  
CONTROL IN CALIFORNIA**

Moderator: Lewis Guiss, M.D., Los Angeles

2:00—**Earlier Diagnosis of Cervical Cancer: An  
Analysis of Reports to the California Tumor  
Registry from 1942 to 1961**—George Linden,  
M.P.H., and John Dunn, M.D., Berkeley, both  
by invitation

2:30—**The Value of Mammography in Asympto-**

**matic Women**—G. Melvin Stevens, M.D., Palo  
Alto

3:00—**Prognostic Factors in Breast Cancer: The  
Value of Central Registry Data**—Sidney Cut-  
ler, Sc.D., Bethesda, Md., by invitation

3:45—**The Controversy Over Simple and Radical  
Mastectomy for Cancer of the Breast**—John  
W. Cline, M.D., San Francisco

4:15—**The Problems of Making Motion Pictures for  
Physicians on Leukemia and Gastric Cancer**  
—Sol R. Baker, M.D., Beverly Hills

**WEDNESDAY, MARCH 23—2:00 p.m.—Conference Room 1, Conference Room Floor**

**CONFERENCE ON ADVERSE DRUG REACTIONS**

*Co-sponsored by the Committee on Dangerous Drugs and Adverse Reactions, California Medical Association, and the California State Department of Public Health*

Moderator: John F. Murray, M.D., Fresno

2:00—A Joint Study of Deaths from Aplastic Anemia in California from January 1, 1963 to June 30, 1964—

A. Introduction—John F. Murray, M.D., Fresno

B. Preliminary Results—Ralph O. Waller-

stein, M.D., San Francisco, and John W. Brown, M.D., Berkeley

2:40—Marijuana—The Arguments For and Against Legal Control of Use—Edward R. Bloomquist, M.D., Glendale

Discussants—to be announced

3:40—Adverse Drug Experience Reporting System of the Food and Drug Administration—John J. Merendino, M.D., Washington, D.C., by invitation

Discussion

4:30—Summary—John F. Murray, M.D., Fresno

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**ACKNOWLEDGMENT**

A major objective of the Scientific Board in recent years has been the improvement of the Annual Scientific Assembly. The progress towards the attainment of this objective has been made possible by the work of many physicians, and the support of sections, committees, specialty societies and voluntary health agencies. Lack of space prevents the listing of these people and groups, but the California Medical Association is extremely appreciative of their cooperation.

Committee on Scientific Assemblies  
of the Scientific Board

VICTOR RICHARDS, M.D., *Chairman*

## INTERNAL MEDICINE

*Chairman*.....WALTER P. MARTIN, M.D., Long Beach  
*Secretary*.....ROBERT L. PAVER, M.D., San Francisco  
*Assistant Secretary*...JOHN L. BENTON, JR., M.D., Los Angeles

**MONDAY, MARCH 21**                      **9:30 a.m.—Ballroom  
Galeria Floor**

*Program Co-sponsored by the American College of Cardiology*

Moderators: Robert W. Oblath, M.D., Sherman Oaks, and  
Harold H. Rosenblum, M.D., San Francisco

9:30—**Current Advances in the Treatment of Hyperten-  
sion**—William M. Smith, M.D., San Francisco, by  
invitation

9:55—**The Proper Use of Anticoagulants**—Maxwell J.  
Binder, M.D., Los Angeles

10:20—**Recess**

10:35—**The Proper Use of Digitalis**—Willard J. Zinn, M.D.,  
Los Angeles

11:00—**Trends in Evaluation and Management of Coronary  
Artery Disease**—Hyman W. Paley, M.D., San  
Francisco

11:30—**Considerations in the Treatment of Arrhythmias**—  
Bernard Lown, M.D., Boston, by invitation

**WEDNESDAY, MARCH 23**                      **9:30 a.m.—Ballroom  
Galeria Floor**

9:30—                      **Symposium**

**Current Concepts in Therapy—  
Gastrointestinal Disease**

Moderator: Walter P. Martin, M.D., Long Beach

9:30—**Treatment of Neoplasia of the Gastrointestinal  
Tract**—Jesse L. Steinfeld, M.D., Los Angeles

9:55—**Treatment of Pancreatitis and Its Complications**—  
Bernard J. Haverback, M.D., Los Angeles

10:20—**Recess**

10:30—**Treatment of Chronic Hepatitis**—Telfer B. Rey-  
nolds, M.D., Los Angeles

10:55—**Malabsorption State**—Arthur D. Schwabe, M.D.,  
Torrance

11:20—                      **Panel Discussion**

**Current Concepts in Therapy of Ascites**

Moderator: Walter P. Martin, M.D., Long Beach

Members of the Panel: Telfer B. Reynolds, M.D., Charles  
R. Kleeman, M.D., William H. Bachrach, M.D., Ber-  
nard J. Haverback, M.D., Los Angeles, and Arthur  
D. Schwabe, M.D., Torrance

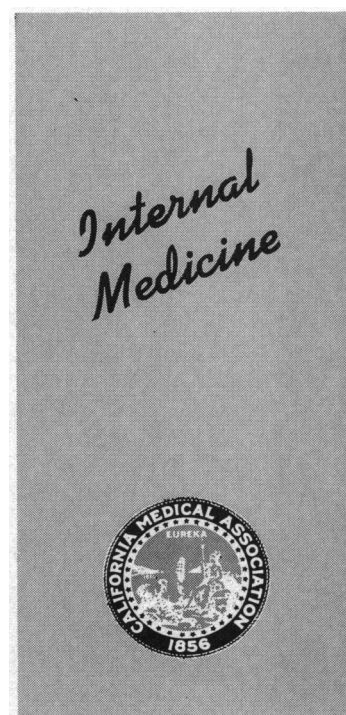
11:55—**Business Meeting**



WALTER P. MARTIN  
*Chairman*



ROBERT L. PAVER  
*Secretary*







*Chairman*.....LELAND B. BLANCHARD, M.D., San Jose  
*Secretary*.....J. BLAIR PACE, M.D., Oceanside  
*Assistant Secretary*...ALFRED F. KANDBINDER, M.D., Monterey

9:30—Paper to be announced  
Discussion

10:00—**The Cul-de-sac Mass: A Pelvic Dilemma**—Prentiss Willson, M.D., Santa Barbara  
Discussion

10:30—**Paracervical Block in Obstetrics and Gynecology**  
—Clifford C. Chappell, M.D., Berkeley  
Discussion

11:00—**Management of Breech Delivery**—Richard Jonas, M.D., Newport Beach  
Discussion

11:30—**Creating the Artificial Vagina**—Frederick Naftolin, M.D., and Leo D. Lagassee, M.D., Los Angeles, both by invitation  
Discussion

9:30—**Opening Remarks**—George Abe, M.D., Norwalk

9:35—**Opening Remarks**—Leland B. Blanchard, M.D., San Jose

9:40—**Therapeutic Modalities in Alcoholism**—Max Hayman, M.D., Los Angeles

10:00—**Discussion**—A. J. Malerstein, M.D., San Francisco

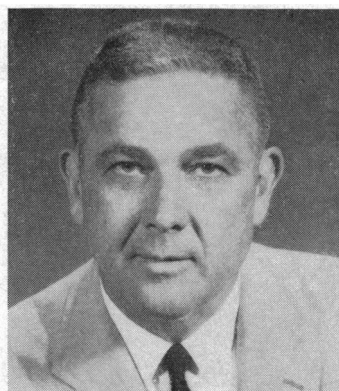
10:05—**Psychiatric Implications of Mutilating Surgery of the Face in Cancer Patients**—David Renshaw, M.D., Santa Barbara, and Myron Feld, M.D., Long Beach, by invitation

10:25—**Discussion**—Daniel S. Chaffin, M.D., San Francisco

10:30—**Status Medicamentosa**—Charles W. Wahl, M.D., Los Angeles, by invitation

10:50—**Discussion**—Carroll M. Brodsky, M.D., San Francisco

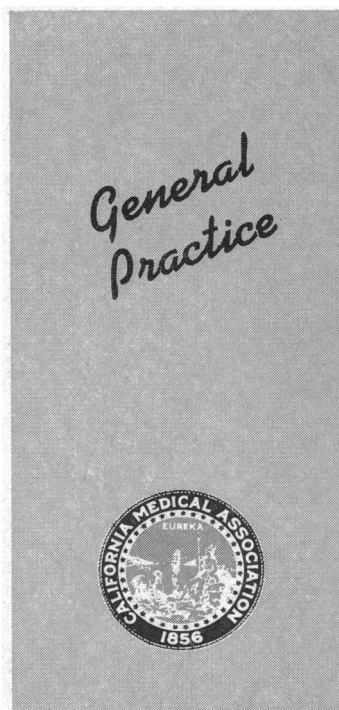
### 12:15—Business Meeting



**LELAND B. BLANCHARD**  
*Chairman*



**J. BLAIR PACE**  
*Secretary*

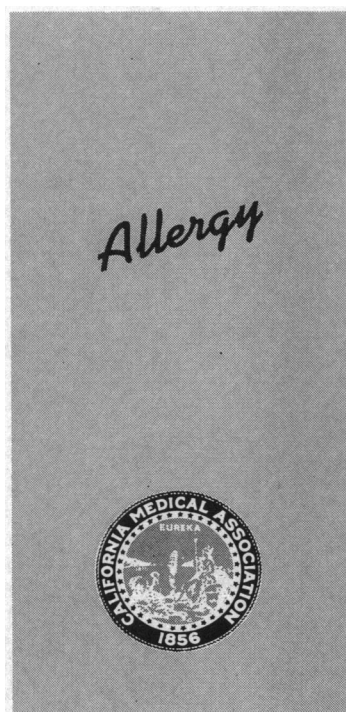




JOHN S. O'TOOLE  
*Chairman*



LEO N. MELEYCO  
*Secretary*



## ALLERGY

*Chairman*.....JOHN S. O'TOOLE, M.D., Riverside  
*Secretary*.....LEO N. MELEYCO, M.D., San Jose  
*Assistant Secretary*.....ERNEST J. SASLOW, M.D., Bakersfield

**SUNDAY, MARCH 20      9:00 a.m.—Rendezvous Room  
Galeria Floor**

- 9:00—Indications and Use of Acetylcysteine in Bronchial Asthma and Emphysema—Milton Millman, M.D., San Diego
- 9:30—ACTH and Steroids: Their Use in the Practice of Allergy—Ralph Bookman, M.D., and Edward E. Katz, M.D., Los Angeles
- 10:00—The Effect of Beta Adrenergic Blockade on the Bronchial Response to Histamines and Methacholine—Gerald Zaid, M.D., Los Angeles, by invitation; and Gildon N. Beall, M.D., Los Angeles
- 10:25—Recess
- 10:30—Recent Concepts in the Management of Status Asthmaticus in Children—Warren Richards, M.D., and Sheldon C. Siegel, M.D., Los Angeles
- 11:00—The Effects of Intermittent Steroid Therapy on Adrenal Responsiveness in Patients with Asthma—Joseph O. Young, M.D., Los Angeles, and Donald V. Romanaggi, M.D., Long Beach, by invitation
- 11:30—Yokohama Asthma—Rexford G. Haycraft, Maj., M.C., USAF, Offutt Air Force Base, Offutt, Nebraska, by invitation
- 12:00—Luncheon and Business Meeting

### Luncheon Address

**The Impact of Medicare and the Casey Bill on the Practice of Medicine in California—Ralph Bookman, M.D., Los Angeles**

**SUNDAY, MARCH 20      2:00 p.m.—Conference Room 8  
Conference Room Floor**

*Joint Meeting with the Section on Anesthesiology, the California Thoracic Society and the California Chapter of the American College of Chest Physicians*

- 2:00—Intrinsic Asthma—Max Samter, M.D., Chicago, by invitation
- 2:20—Chronic Bronchitis and Bronchospastic Problems—Gordon L. Snider, M.D., Chicago, by invitation
- 2:40—Inhalation Therapy and Asthmatic Problems—LeRoy Misuraca, M.D., Whittier
- 3:00—Intensive Coronary Care and the Anesthesiologist—Philip R. Bromage, M.D., Montreal, by invitation
- 3:20—Summary and Discussion

## ANESTHESIOLOGY

*Chairman*.....BRUCE M. ANDERSON, M.D., Oakland  
*Secretary*.....THOMAS W. MCINTOSH, M.D., Pasadena  
*Assistant Secretary*.....DONALD B. DOSE, M.D., San Diego

**SUNDAY, MARCH 20      9:30 a.m.—Conference Room 8  
 Conference Room Floor**

- 9:30—**The Anesthesiologist, the Nurse, and Narcotics**—Edward R. Bloomquist, M.D., Glendale
- 10:00—**Winning Paper: California Society of Anesthesiologists Annual Competition for Residents in Anesthesiology**—To be announced
- 10:30—**Application of Dimethyl Sulfoxide in the Field of Anesthesiology**—Verne L. Brechner, M.D., and David D. Cohen, M.D., Los Angeles; and Irvin Pretsky, M.D., Los Angeles, by invitation
- 11:00—**The Role of the Anesthesiologist in Therapy**—Philip R. Bromage, M.D., Montreal, by invitation
- 11:30—**Chairman's Address**—Bruce M. Anderson, M.D., Oakland
- 12:00—**Business Meeting**

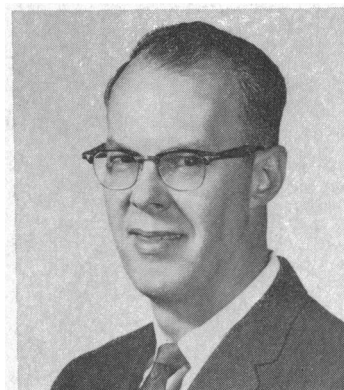
**SUNDAY, MARCH 20      2:00 p.m.—Conference Room 8  
 Conference Room Floor**

*Joint Meeting with the Section on Allergy, the California Thoracic Society and the California Chapter of the American College of Chest Physicians*

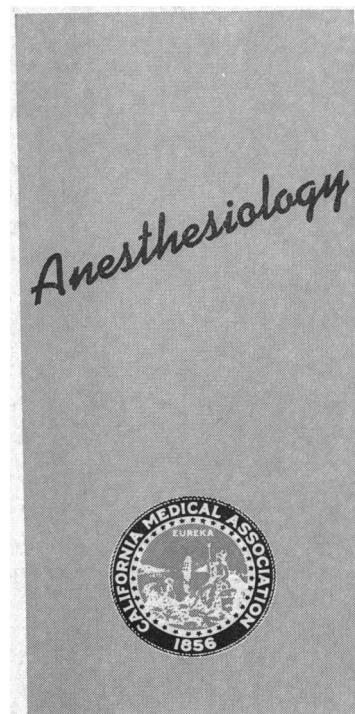
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- 3:30—**Summary and Discussion**

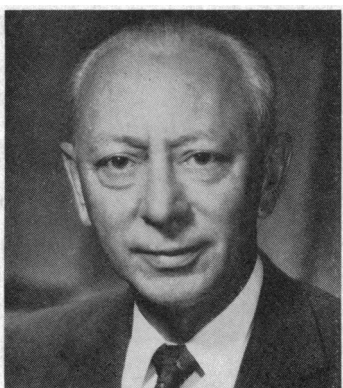


BRUCE M. ANDERSON  
*Chairman*



THOMAS W. MCINTOSH  
*Secretary*

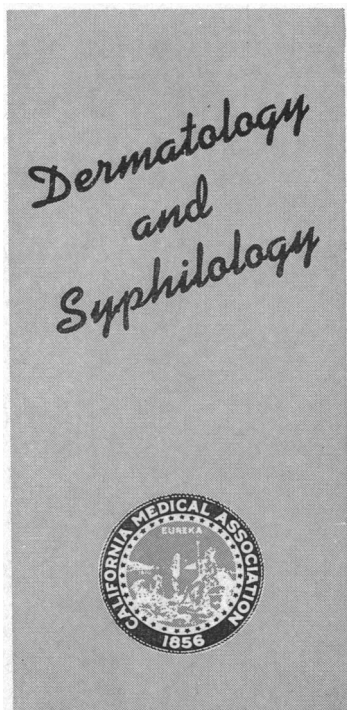




PAUL M. CROSSLAND  
Chairman



ROBERT G. WALTON  
Secretary



## DERMATOLOGY

Chairman.....PAUL M. CROSSLAND, M.D., Santa Rosa  
Secretary.....ROBERT G. WALTON, M.D., Modesto  
Assistant Secretary...SAMUEL AYRES, III, M.D., Beverly Hills

SATURDAY, MARCH 19      2:30 p.m.—Good Hope Clinic  
1241 Shatto Street

### Preconvention Meeting

*There will be a clinical meeting of the combined Los Angeles and Metropolitan Dermatological Societies at 2:30 p.m. The meeting will be held at the Good Hope Clinic, 1241 Shatto, Los Angeles. Discussion of the cases will take place at 3:30 p.m. All dermatologists are invited by the Los Angeles and Metropolitan Dermatological Societies.*

SUNDAY, MARCH 20      9:00 a.m.—Conference Room 1  
Conference Room Floor

9:00—Chairman's Address: Dermatological Therapy: Point and Counterpoint—Paul M. Crossland, M.D., Santa Rosa

9:15—The Natural History and Management of Poison Oak Dermatitis—Jonas E. Schreider, M.D., Walnut Creek

9:30—Immunology and Hyposensitization in Poison Oak Dermatitis—Eric E. Rosenberg, M.D., Stockton

9:45—Chloroquine and Electro-oculograms—Marvin Weinreb, M.D., Castro Valley

10:00—The Effective Control of Discoid Lupus Erythematosus with Topical Corticosteroids—Roy W. Leeper, M.D., Oakland, by invitation

10:15—Discussion of Preceding Papers

10:30—Recess

10:45—A Ten-Year Clinical Study and Evaluation of Therapy of Herpes Zoster at a Large General Hospital—Louis H. Winer, M.D., Beverly Hills and Edwin G. Wright, M.D., North Hollywood

11:00—Management of Infantile Atopic Dermatitis—Alvin H. Jacobs, M.D., San Francisco

11:15—Review of Neurodermatitis Emphasizing the Classification with Reference to Prognosis and Type of Therapy—Matthew J. Brunner, M.D., Pacific Palisades

11:30—The Management of Epidermolysis Bullosa in Children—Gerald L. Severin, M.D., Menlo Park, by invitation

11:45—The Treatment of Superficial Fungus Infections of the Skin—J. Walter Wilson, M.D., Los Angeles

12:00—Discussion of Preceding Papers

12:15—Recess

**SUNDAY, MARCH 20      2:00 p.m.—Conference Room 1  
Conference Room Floor**

- 2:00—**The Treatment of Pigment of Pigmented Nevi—**  
Robert G. Walton, M.D., Modesto and Alvin J. Cox,  
M.D., Palo Alto
- 2:15—**Topical 5-Fluorouracil in the Treatment of Pre-**  
**malignant and Malignant Skin Tumors—**Theodore  
A. Tromovitch, M.D., San Francisco
- 2:30—**The Surgical Treatment of Rhinophyma—**Walter  
E. Weber, M.D., Santa Rosa
- 2:45—**Treatment of Circulatory Disorders of the Skin of**  
**the Lower Legs—**Harold M. Schneidman, M.D., San  
Francisco
- 3:00—**Discussion of Preceding Papers and Recess**
- 3:15—**The Local Treatment of Acne—**Edward J. Ringrose,  
M.D., Berkeley
- 3:30—**The Systemic Treatment of Acne—**Ronald M. Reis-  
ner, M.D., Beverly Hills
- 3:45—**The Treatment of Psoriasis in Children—**Eugene  
M. Farber, M.D., Palo Alto
- 4:00—**Use of Methotrexate in the Treatment of Psoriasis**  
—Paul D. Foster, M.D., Los Angeles
- 4:15—**Phlebotomy Therapy for Porphyria Cutanea Tarda**  
**Symptomatica—**John H. Epstein, M.D., San Fran-  
cisco
- 4:30—**Discussion of Preceding Papers**
- 4:45—**Business Meeting**

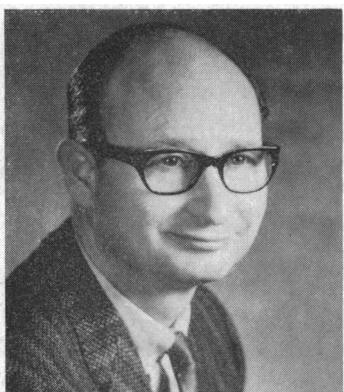
### **REGISTRATION**

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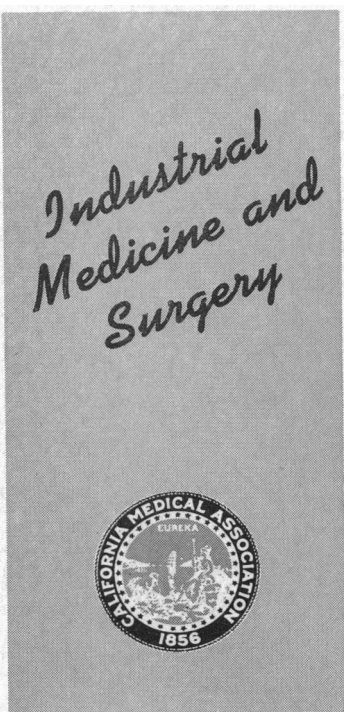
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RUFUS J. WALKER  
*Chairman*



LEON R. RUDNICK  
*Secretary*



## INDUSTRIAL MEDICINE AND SURGERY

*Chairman*.....RUFUS J. WALKER, M.D., Los Angeles  
*Secretary*.....LEON R. RUDNICK, M.D., San Leandro  
*Assistant Secretary*....MELVIN R. PLANCEY, M.D., Los Angeles

**MONDAY, MARCH 21     9:30 a.m.—Conference Room 8  
Conference Room Floor**

### *Joint Meeting with the Section on Physical Medicine*

- 9:30—**The Place of Cryotherapy in Daily Medical Practice**  
Sedgwick Mead, M.D., Vallejo
- 10:00—**An Exercise Program for Shoulder Disability—**  
David Rubin, M.D., Los Angeles
- 10:30—**The Exercise Program for Low Back Pain—Rene**  
Cailliet, M.D., Los Angeles
- 11:00—**Comparison of the Isometric and the Isotonic Ex-**  
**ercise Program in General Rehabilitation and**  
**Reconditioning—Lee C. Greene, M.D., Long Beach,**  
by invitation
- 11:30—**The Psychodynamics of the Compensable Injury—**  
Allen J. Enelow, M.D., Los Angeles

**MONDAY, MARCH 21     2:00 p.m.—Conference Room 8  
Conference Room Floor**

### *Joint Meeting with Section on Physical Medicine*

- 2:00—**Abbreviated History and Physical Forms to Facili-**  
**tate Medical Reports—Leon R. Rudnick, M.D., San**  
Leandro
- 2:15—**Grip Measurement on Preplacement Examination**  
—H. McLeod Patterson, M.D., Fremont

### 2:30— **Panel Discussion**

#### **Exercise in the Rehabilitation of the Cardiovascular Patient**

Moderator: George C. Griffith, M.D., Los Angeles

Members of the Panel: Charles K. Friedberg, M.D., New York, by invitation; Robert Stivelman, M.D., and John H. Aldes, M.D., Los Angeles, and Myrvin H. Ellestad, M.D., Long Beach

4:00—**Business Meeting**



*Chairman*.....KARL L. SCHAUPP, JR., M.D., San Francisco  
*Secretary*.....LESTER T. HIBBARD, M.D., Los Angeles  
*Assistant Secretary*.....WARREN E. JONES, M.D., Sacramento

### Joint Meeting with Section on General Practice

**9:30—Paper to be announced**

**10:00—The Cul-de-sac Mass: A Pelvic Dilemma—Prentiss Willson, M.D., Santa Barbara**  
Discussion

**10:30—Paracervical Block in Obstetrics and Gynecology**  
—Clifford C. Chappell, M.D., Berkeley  
Discussion

**11:00—Management of Breech Delivery—Richard Jonas,  
M.D., Newport Beach  
Discussion**

**11:30—Creating the Artificial Vagina—Frederick Naftolin, M.D., and Leo D. Lagassee, M.D., Los Angeles, both by invitation**  
Discussion

**MONDAY, MARCH 21**      **12:00 Noon—Galeria Room**  
**Galeria Floor**

**12:00—Joint Luncheon Meeting with the California Division of the American College of Obstetricians and Gynecologists.** Advance reservations are requested.

**1:00—What's New in Endocrinology—Ronald J. Pion, M.D., Seattle, by invitation**

**MONDAY, MARCH 21**

**2:00 p.m.—Galeria Room  
Galeria Floor**

**2:00— Panel Discussion**

## The Current Status of Therapeutic Abortion in California

**Moderator: Keith P. Russell, M.D., Los Angeles**

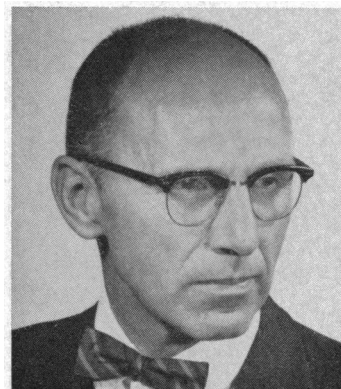
**Members of the Panel: Robert A. Sack, M.D., Whittier;  
Elgin E. Orcutt, M.D., San Francisco; and Herma  
Hill Kay, J.D., Berkeley, by invitation**

**3:00—Newer Techniques in Female Urology—Jack R. Robertson, M.D., Santa Maria**  
Discussion

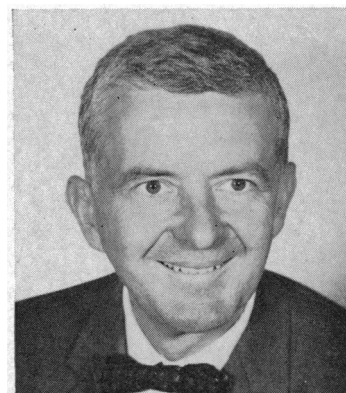
**3:30—The Operation of a Family Planning Clinic in a County Hospital—John N. Miller, Jr., M.D., Sacramento**  
Discussion

**4:00—Chairman's Address: Gas Gangrene Following Abortion: Treatment with Hyperbaric Oxygen—Karl L. Schaupp, Jr., M.D., San Francisco**  
Discussion

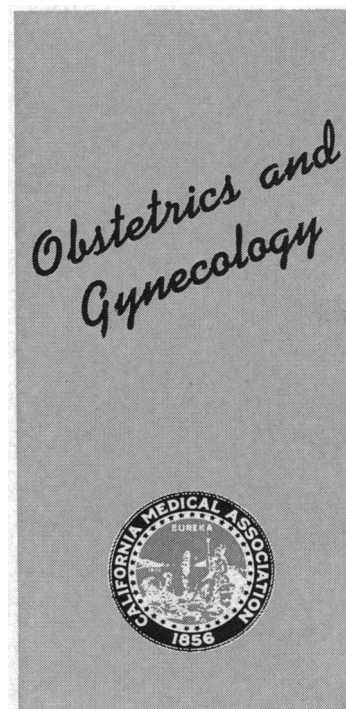
### 4:30—Business Meeting



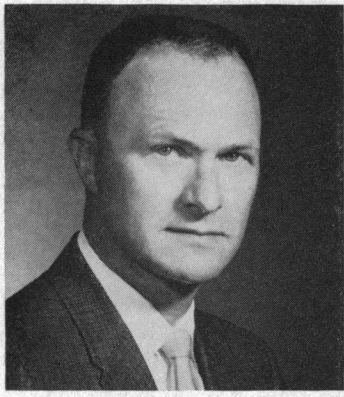
**KARL L. SCHAUPP, JR.**  
*Chairman*



**LESTER T. HIBBARD**  
*Secretary*



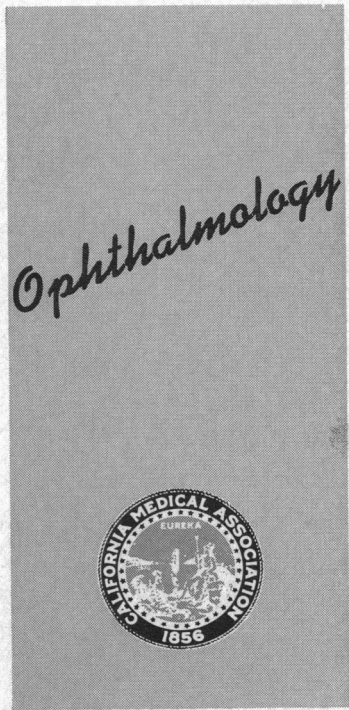




**RICHARD KRATZ**  
*Chairman*



**VICTOR G. FELLOWS**  
*Secretary*



## **OPHTHALMOLOGY**

*Chairman*.....RICHARD KRATZ, M.D., Van Nuys  
*Secretary*.....VICTOR G. FELLOWS, M.D., San Francisco  
*Assistant Secretary*.....WENDELL C. IRVINE, M.D., Los Angeles

**SUNDAY, MARCH 20      2:00 p.m.—Conference Room 9  
Conference Room Floor**

**2:00—Newer Techniques of Lid Surgery**—Alston Callahan, M.D., Birmingham, Alabama, by invitation  
Discussion

**3:00—Controversial Aspects of Uveitis and Keratitis Therapy**—Dan M. Gordon, M.D., New York, by invitation  
Discussion

**4:00—Modern Ocular Therapeutics**—Byron H. Demorest, M.D., Sacramento  
Discussion

**5:00—Business Meeting**

## **MESSAGE CENTER**

**MESSAGE CENTER (213 629-6416)** — *Provided through the courtesy of the Pacific Telephone and Telegraph Company* — Registration Desk, Galeria — Open 8:30 a.m. to 4:30 p.m. — The Association will *attempt* to transmit messages to the individual physician. Each physician should notify his own office of the exact times and meetings he plans to attend, and the convention number.

## ORTHOPEDICS

*Chairman* . . . . . JOHN F. COWAN, M.D., San Francisco  
*Secretary* . . . . . DAVID C. MONSEN, M.D., Los Angeles  
*Assistant Secretary* . . . . ARTHUR R. HARTWIG, M.D., San Francisco

**SUNDAY, MARCH 20    9:15 a.m.—Conference Room 10  
Conference Room Floor**

9:15—An Additional Method for the Management of the Orthopedic Infection—Floyd H. Jergesen, M.D., San Francisco, and Paul M. Lagomarsino, M.D., San Francisco, by invitation

9:35—Tendon Transfers in the Child with Cerebral Palsy—Robert L. Samilson, M.D., San Francisco

9:55—Observations of the Hanging Hip—Max Scheck, M.D., San Francisco

10:15—Recess

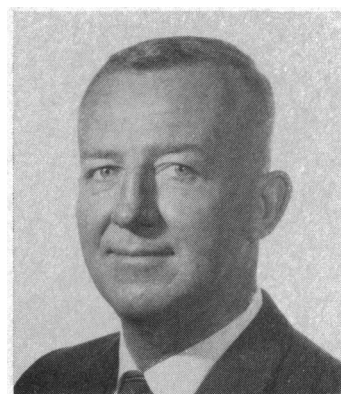
10:30— **Panel Discussion**

**Lumbar Laminectomy or Fusion or Both**

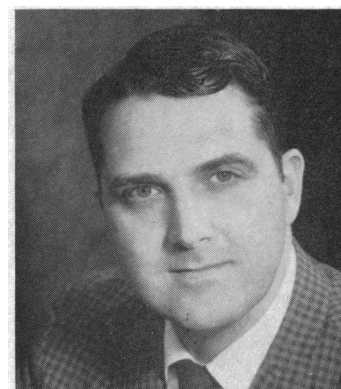
Moderator: John F. Cowan, M.D., San Francisco

Members of the Panel: Alonzo J. Neufeld, M.D., Homer C. Pheasant, M.D., Los Angeles, H. Mason Hohl, M.D., Beverly Hills, Leon L. Wiltse, M.D., Long Beach, and Ellis W. Jones, M.D., Pasadena

12:00—Business Meeting



JOHN F. COWAN  
*Chairman*

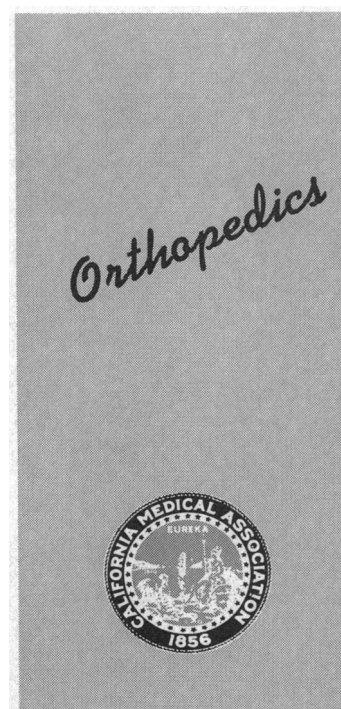


DAVID C. MONSEN  
*Secretary*

## REGISTRATION

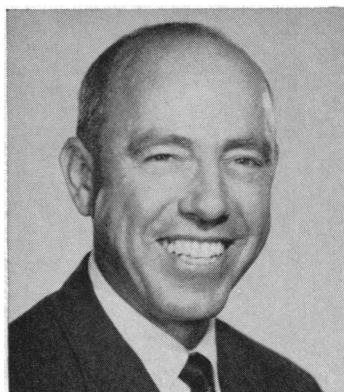
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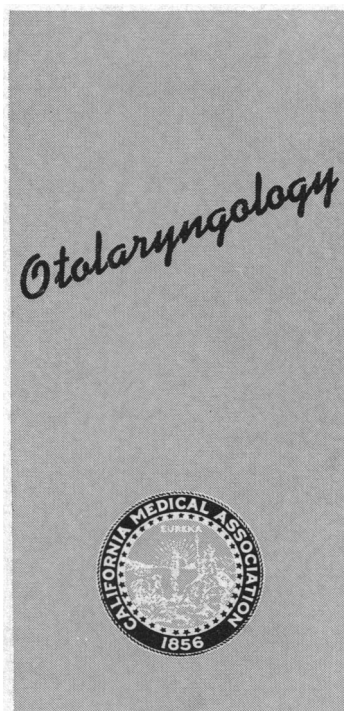




THOMAS L. SOSS  
Chairman



G. HOWARD GOTTSCHALK  
Secretary



## OTOLARYNGOLOGY

Chairman.....THOMAS L. SOSS, M.D., San Mateo  
Secretary.....G. HOWARD GOTTSCHALK, M.D., Los Angeles  
Assistant Secretary.....CHARLES P. LEBO, M.D., San Francisco

SUNDAY, MARCH 20 9:30 a.m.—Conference Room 9  
Conference Room Floor

- 9:30—Office Management of the Chronically Draining Ear  
—James L. Sheehy, M.D., Los Angeles  
Discussion
- 9:55—Anti-inflammatory Agents in Facial Plastic Surgery  
—Byron J. Bailey, M.D., Torrance  
Discussion
- 10:20—Traumatic Subglottic Stenosis, Surgical Treatment  
Including a Report of Two Cases—Irving L. White,  
M.D., Long Beach  
Discussion
- 10:45—The Use of Estrogens in Otolaryngology—Maurice  
Schiff, M.D., Escondido  
Discussion
- 11:10—Tomography of the Ear in Surgically Correctable  
Hearing Loss—Leon G. Kaseff, M.D., San Francisco  
Discussion
- 11:35—Business Meeting

## QUALIFICATIONS/REQUIREMENTS FOR REGISTRATION

- (a) All M.D.'s with credentials showing that they hold valid license to practice medicine. (Membership card in C.M.A.; county medical society/association or A.M.A. membership card.)
- (b) Medical students will be admitted upon presentation of credentials from their medical schools identifying them as medical students. (A membership card of the Student American Medical Association or letter from their dean's office.)
- (c) Medical assistants will be admitted upon presentation of a letter from the physician-employer or C.M.A.A. membership card.
- (d) Military paramedical personnel will be admitted upon presentation of a letter requesting their admittance, written by their commanding officer.
- (e) Dentists (D.D.S.), doctors of veterinary medicine (D.V.M.), registered nurses (R.N.), student nurses, x-ray technicians, laboratory technicians, allied public health personnel, and others will be admitted provided they have proper identification.
- (f) All questions on admission will be passed upon by a member of the Committee on Registration who will be present at the desk.

## **PATHOLOGY**

*Chairman*.....WILLIAM C. HERRICK, M.D., San Diego  
*Secretary*.....FRANK R. DUTRA, M.D., Castro Valley  
*Assistant Secretary*.....WILLIAM H. KERN, M.D., Los Angeles

**SATURDAY, MARCH 19 9:00 a.m.—Conference Room 4  
Conference Room Floor**

Moderator: William C. Herrick, M.D., San Diego

9:00 a.m. to 12 Noon—Contributed Papers

See Official Program, distributed at the time  
of registration, for detailed program.

**SATURDAY, MARCH 19 2:00 p.m.—Conference Room 4  
Conference Room Floor**

2:00 p.m. to 5:00 p.m.—Business Meeting

**SUNDAY, MARCH 20 9:00 a.m.—Galeria Room  
Galeria Floor**

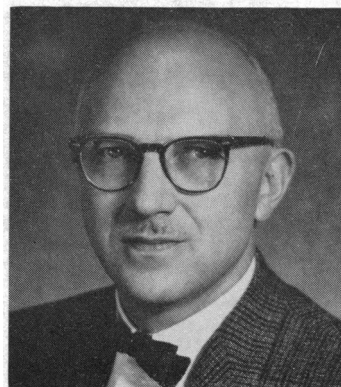
Seminar on Electrolytes

Moderator: William C. Herrick, M.D., San Diego

Members of the Panel: Daniel Baer, M.D., Portland, Ore-  
gon, by invitation; and others to be announced



**WILLIAM C. HERRICK**  
*Chairman*



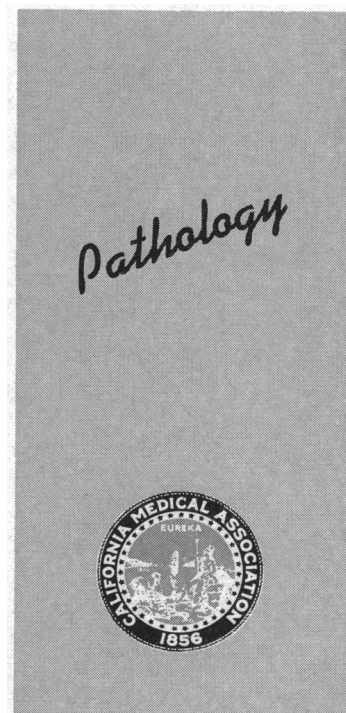
**FRANK R. DUTRA**  
*Secretary*

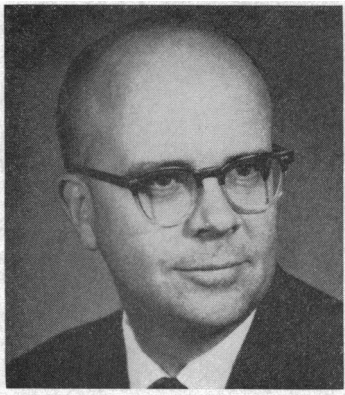
## **EMERGENCY CALLS AND MESSAGES**

Convention Emergency Call Number 213 629-6416

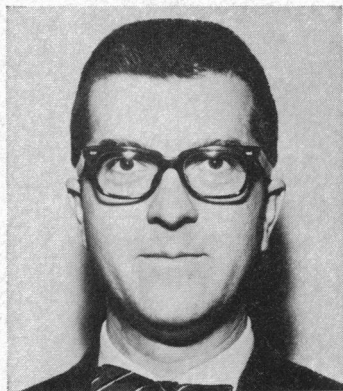
8:30 a.m. to 4:30 p.m.

Saturday March 19 to Wednesday, March 23

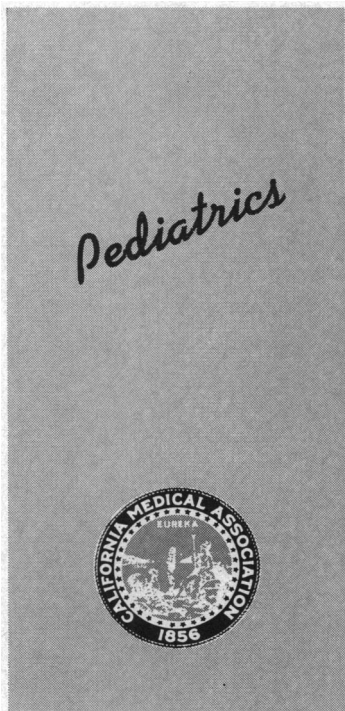




JACK W. BILLS  
Chairman



RICHARD L. ANDERSON  
Secretary



## PEDIATRICS

Chairman.....JACK W. BILLS, M.D., Van Nuys  
Secretary.....RICHARD L. ANDERSON, M.D., Eureka  
Assistant Secretary.....SHERROD C. SWIFT, M.D., Whittier

**SUNDAY, MARCH 20      9:00 a.m.—Conference Room 4  
Conference Room Floor**

The program presented by the Pediatric Section of the California Medical Association this year is a departure from the strictly scientific programs offered in previous years. We have invited guests from state and federal government agencies which render service to, or are directly concerned with the doctors who are involved with the care of infants, children, and adolescents in all aspects. The sums of money that are and that will become available through these various agencies are enormous and will become a much more important segment of our individual and joint practices, not so much with regard to the monetary return, but from the increasing numbers of patients involved who are eligible for study and care.

It is of paramount importance for each of us to be as familiar as possible with all the available services for our patients.

**SUNDAY, MARCH 20      9:00 a.m.—Conference Room 4  
Conference Room Floor**

- 9:00—American Academy of Pediatrics—Reported by E. H. Christopherson, M.D., Executive Director, Evanston, Illinois, by invitation
- 9:20—Crippled Children Services, California State Department of Public Health—Reported by Ralph Hornberger, M.D., Chief of Service, Berkeley
- 9:50—Bureau of Maternal and Child Health, California State Department of Public Health—Reported by Robert Day, M.D., Chief of Bureau, Berkeley
- 10:10—Bureau of Mental Retardation Service, California State Department of Public Health—Reported by Charles Gardipee, M.D., Chief of Bureau, Berkeley
- 10:30—Recess
- 10:45—Children's Bureau Projects, Children's Bureau, United States Department of Health, Education and Welfare—Reported by John J. Hutchings, M.D., Regional Medical Consultant on Mental Retardation, San Francisco
- 11:10—Medical Care Division, California Department of Social Welfare—Reported by Lester E. McDonald, M.D., Medical Consultant, Sacramento, by invitation
- 11:30—Family and Children's Division, California Department of Social Welfare—Reported by Miss Lucille Kennedy, Chief of Division, Sacramento, by invitation

11:45—California Department of Mental Hygiene—Reported by William B. Beach, Jr., M.D., Deputy Director, Sacramento

12:00—Vocational Rehabilitation of Adolescents, California Department of Vocational Rehabilitation—Reported by Mr. Donald Blyth, Regional Administrator of Southern California, Los Angeles, by invitation

**SUNDAY, MARCH 20      12:30 p.m.—Conference Room 4  
Conference Room Floor**

12:30—Pediatricians' Luncheon and Question and Answer Period. Advance reservations are necessary, and may be made with Sherrod C. Swift, M.D., 14619 Whittier Boulevard, Whittier. Price \$6.00

2:00—Business Meeting

2:30—Business Meeting of the Council of Pediatric Societies

### **QUALIFICATIONS/REQUIREMENTS FOR REGISTRATION**

(a) All M.D.'s with credentials showing that they hold valid license to practice medicine. (Membership card in C.M.A.; county medical society/association or A.M.A. membership card.)

(b) Medical students will be admitted upon presentation of credentials from their medical schools identifying them as medical students. (A membership card of the Student American Medical Association or letter from their dean's office.)

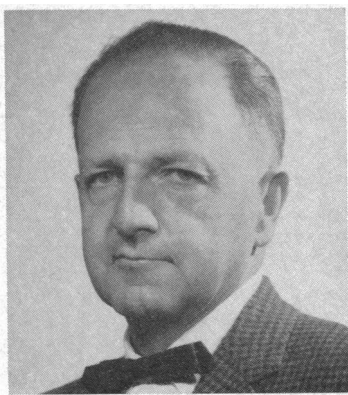
(c) Medical assistants will be admitted upon presentation of a letter from the physician-employer or C.M.A.A. membership card.

(d) Military paramedical personnel will be admitted upon presentation of a letter requesting their admittance, written by their commanding officer.

(e) Dentists (D.D.S.), doctors of veterinary medicine (D.V.M.), registered nurses (R.N.), student nurses, x-ray technicians, laboratory technicians, allied public health personnel, and others will be admitted provided they have proper identification.

(f) All questions on admission will be passed upon by a member of the Committee on Registration who will be present at the desk.

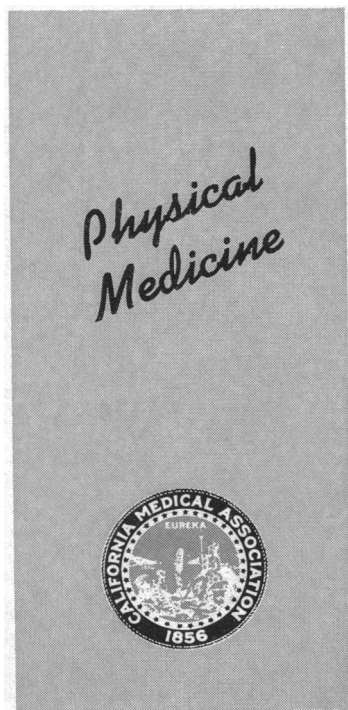
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GREGORY BARD  
Chairman



RENE CAILLIET  
Secretary



## PHYSICAL MEDICINE

Chairman.....GREGORY BARD, M.D., San Francisco  
Secretary.....RENE CAILLIET, M.D., Los Angeles  
Assistant Secretary.....ANTON TRATAR, M.D., San Francisco

**MONDAY, MARCH 21      9:30 a.m.—Conference Room 8  
Conference Room Floor**

### *Joint Meeting with Section on Industrial Medicine and Surgery*

- 9:30—The Place of Cryotherapy in Daily Medical Practice  
—Sedgwick Mead, M.D., Vallejo
- 10:00—An Exercise Program for Shoulder Disability—  
David Rubin, M.D., Los Angeles
- 10:30—The Exercise Program for Low Back Pain—Rene  
Cailliet, M.D., Los Angeles
- 11:00—Comparison of the Isometric and the Isotonic Ex-  
ercise Program in General Rehabilitation and Re-  
conditioning—Lee C. Greene, M.D., Long Beach, by  
invitation
- 11:30—The Psychodynamics of Compensable Injury—Allen  
J. Enelow, M.D., Los Angeles

**MONDAY, MARCH 21      2:00 p.m.—Conference Room 8  
Conference Room Floor**

### *Joint Meeting with Section on Industrial Medicine and Surgery*

- 2:00—Abbreviated History and Physical Forms to Facili-  
tate Medical Reports—Leon R. Rudnick, M.D., San  
Leandro
- 2:15—Grip Measurement on Preplacement Examination  
—H. McLeod Patterson, M.D., Fremont
- 2:30—                      **Panel Discussion**  
                                  **Exercise in the Rehabilitation of the**  
                                  **Cardiovascular Patient**  
                                  Moderator: George C. Griffith, M.D., Los Angeles  
                                  Members of the Panel: Charles K. Friedberg, M.D., New  
                                  York, by invitation; Robert Stivelman, M.D., and  
                                  John H. Aldes, M.D., Los Angeles; and Myrvin H.  
                                  Ellestad, M.D., Long Beach
- 4:00—Business Meeting

**VISIT SCIENTIFIC AND  
TECHNICAL EXHIBITS**



## PREVENTIVE MEDICINE AND PUBLIC HEALTH

*Chairman*.....BYRON O. MORK, M.D., San Diego  
*Secretary*.....HENRIK L. BLUM, M.D., Martinez  
*Assistant Secretary*..HERBERT H. COWPER,\* M.D., Los Angeles

\*Deceased

**MONDAY, MARCH 21      1:30 p.m.—Conference Room 4  
 Conference Room Floor**

**1:30—An Evaluation of a Streptococcal Disease Prevention Program**—Donald C. Fyler, M.D., Los Angeles  
 Discussion—Edward L. Russell, M.D., Santa Ana

**2:00—The Physician and Community Services for Cardiovascular Disease Control**—J. Gordon Barrow, M.D., Atlanta, by invitation  
 Discussion

**2:45—Recess**

**2:50—A New Screening Test for Syphilis: The Latex Serologic Test for Syphilis**—Charles M. Carpenter, Los Angeles; Isobella Konya, B.S., and Ronald H. LeClaire, M.S., Los Angeles, both by invitation

**3:10—A Future for Preventive Medicine**—Lester Breslow, M.D., Berkeley

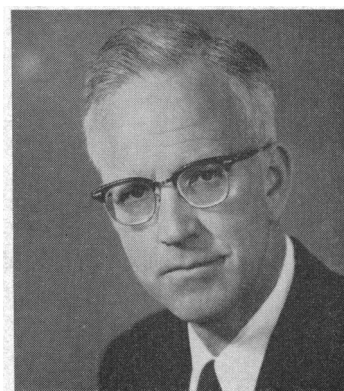
**3:45—                      Panel Discussion**

**Continuity of Care—Hospital, Long-term Care Facility**

Moderator: Pierre J. Salmon, M.D., San Mateo

Members of the Panel: Mr. Robert Burness and Mrs. Inge Lingemann, R.N., San Mateo, by invitation

**4:45—Business Meeting**



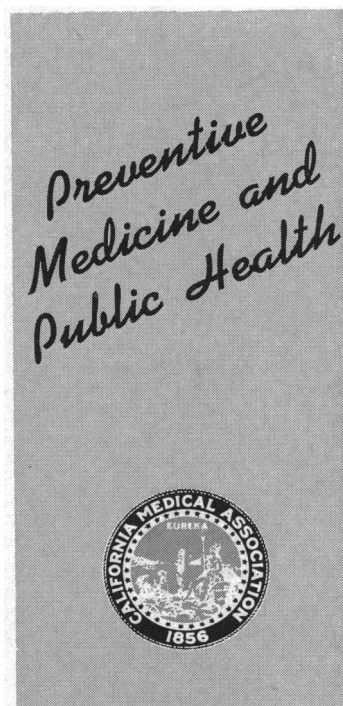
BYRON O. MORK  
*Chairman*



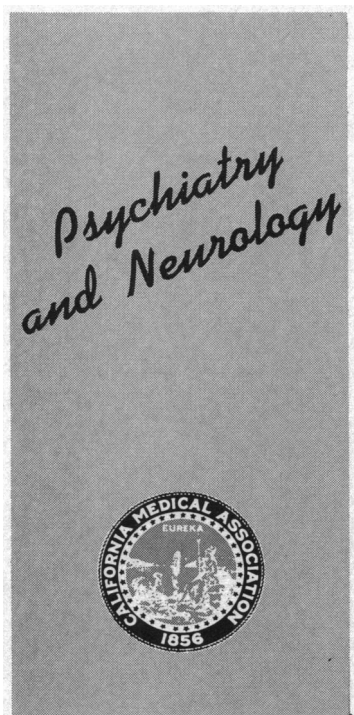
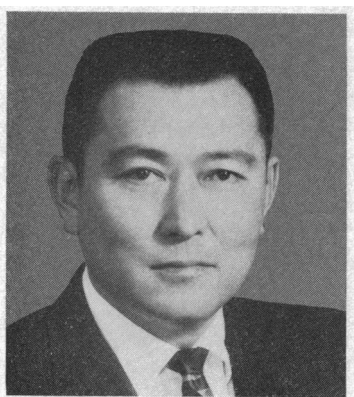
HENRIK L. BLUM  
*Secretary*

### MESSAGE CENTER

**MESSAGE CENTER (213 629-6416)**—*Provided through the courtesy of the Pacific Telephone and Telegraph Company*—Registration Desk, Galeria—Open 8:30 a.m. to 4:30 p.m.—The Association will *attempt* to transmit messages to the individual physician. Each physician should notify his own office of the exact times and meetings he plans to attend, and the convention number.







## PSYCHIATRY AND NEUROLOGY

*Chairman*.....GEORGE Y. ABE, M.D., Norwalk  
*Secretary*.....WERNER M. MENDEL, M.D., Los Angeles  
*Assistant Secretary*.....AMES FISCHER, M.D., San Francisco

**WEDNESDAY, MARCH 23**      **9:30 a.m.—Galeria Room**  
**Galeria Floor**

### Joint Meeting with the Section on General Practice

**9:30—Opening Remarks—George Abe, M.D., Norwalk**

**9:35—Opening Remarks—Leland B. Blanchard, M.D., San Jose**

**9:40—Therapeutic Modalities in Alcoholism—Max Hayman, M.D., Los Angeles**

**10:00—Discussion—A. J. Malerstein, M.D., San Francisco**

**10:05—Psychiatric Implications of Mutilating Surgery of the Face in Cancer Patients—David Renshaw, M.D., Santa Barbara; and Myron Feld, M.D., Long Beach, by invitation**

**10:25—Discussion—Daniel S. Chaffin, M.D., San Francisco**

**10:30—Status Medicamentosa—Charles W. Wahl, M.D.,**  
Los Angeles, by invitation

**10:50—Discussion—Carroll M. Brodsky, M.D., San Francisco**

**11:00— Panel Discussion**

### Concepts of Psychosomatic Disease—1966

**Moderator: Allen J. Enelow, M.D., Los Angeles**

**Members of the Panel:** Wilfred Broadbent, M.D., Los Angeles, by invitation; H. Harrison Sadler, M.D., San Francisco, by invitation; George Solomon, M.D., Palo Alto; and Eugene Ziskind, M.D., Los Angeles

### 12:15—Business Meeting

**WEDNESDAY, MARCH 23**      **2:00 p.m.—Galeria Room**  
**Galeria Floor**

**2:00—Opening Remarks—Howard S. Barrows, M.D., Los Angeles**

**2:05—The Chronic Meningitides—Ruth A. McCormick, M.D., Los Angeles**

### 2:30—Discussion

**2:40—The Electroencephalogram in Behavior Disorders in Children—Robert N. Pavy, M.D., and William Anderson, M.D., San Mateo**

### 3:05—Discussion

**3:15—Recess**

**3:25—Aphasia Testing at the Bedside—Robert Tager, M.D., Los Angeles, by invitation**

### 3:50—Discussion

## RADIOLOGY

*Chairman*.....JOHN C. BENNETT, M.D., San Francisco  
*Secretary*.....VICTOR G. MIKITY, M.D., Los Angeles  
*Assistant Secretary*.....VERNON R. GEE, M.D., Redding

**SUNDAY, MARCH 20      9:30 a.m.—Conference Room 2  
Conference Room Floor**

- 9:30—**Radiographic Detection of Polyethylene Catheter Embolus**—David R. Coblentz, M.D., Los Angeles, by invitation  
9:50—**Roentgen Findings in Occipital Tumors**—William N. Hanafee, M.D., and Larry P. Bilodeau, M.D., Los Angeles  
10:10—**Amplifier-guided Needle Aspiration Biopsy of Lung Lesions**—G. Melvin Stevens, M.D., Palo Alto

10:30—                    **Panel Discussion**

**Voiding Cystourethrography in Children**

Moderator: Victor G. Mikity, M.D., Los Angeles

Members of the Panel: John B. James, M.D., El Monte; and Harold H. Edelbrock, M.D., Hollywood

11:30—**A Surgical Miscellany**—Owen H. Wangenstein, M.D., Minneapolis, by invitation

12:15—**Business Meeting**

**SUNDAY, MARCH 20      1:30 p.m.—Conference Room 2  
Conference Room Floor**

- 1:30—**Hyperbaric Irradiation Therapy: Theory and Practice**—Melville L. Jacobs, M.D., Duarte  
2:00—**Radiation Therapy: Carcinoma of the Bladder**—George A. Jack, M.D., San Francisco, by invitation; and Franz Buschke, M.D., San Francisco  
2:20—**Radiation Therapy in Myasthenia Gravis**—Theodore Phillips, M.D., San Francisco, by invitation; and Franz Buschke, M.D., San Francisco  
2:40—**Meet John Doe, Radiologist**—Vernon R. Gee, M.D., Redding  
3:00—**Recess**—Annual Meeting of California Radiological Society

## EMERGENCY CALLS AND MESSAGES

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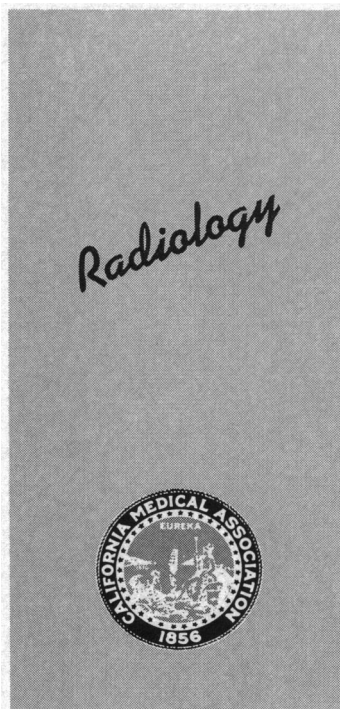
Saturday March 19 to Wednesday, March 23



JOHN C. BENNETT  
*Chairman*

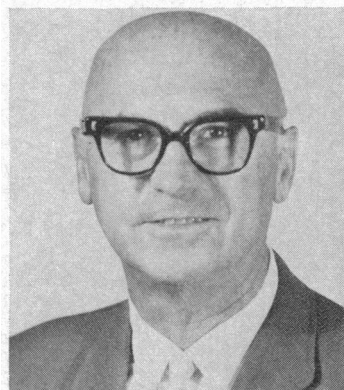


VICTOR G. MIKITY  
*Secretary*

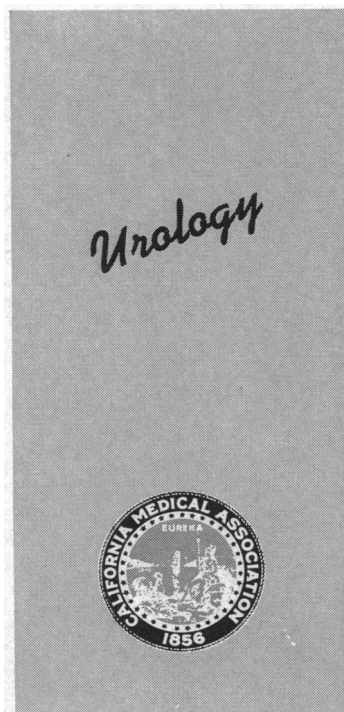




**CARL BURKLAND**  
*Chairman*



**CARL K. PEARLMAN**  
*Secretary*



## UROLOGY

*Chairman*.....CARL BURKLAND, M.D., Sacramento  
*Secretary*.....CARL K. PEARLMAN, M.D., Santa Ana  
*Assistant Secretary*.....JAMES L. GOEBEL, M.D., Ross

### **TUESDAY, MARCH 22 10:30 a.m.\*—Conference Room 2 Conference Room Floor**

- 10:30—Bladder Tumor Diagnosis with Double Dose Contrast Median, Excretory Cystogram—Arjan D. Amar, M.D., Walnut Creek
- 10:45—Discussant—Henry M. Weyrauch, M.D., San Francisco
- 10:50—Diagnosis and Treatment of Urinary Tract Infections in the Female—John M. Palmer, M.D., Palo Alto, by invitation, and Thomas A. Stamey, M.D., Palo Alto
- 11:20—Urinary Tract Infection in Children with Distal Urethral Stenosis—Robert A. Bridge, M.D., San Diego
- 11:35—Discussants—Richards P. Lyon, M.D., Berkeley, and Harold H. Edlebrock, M.D., Hollywood
- 11:40—Peritoneal Dialysis: A Simple Useful Procedure for the Management of Renal Failure—Charles F. Humphreys, M.D., Berkeley

### **TUESDAY, MARCH 22 1:30 p.m.—Conference Room 2 Conference Room Floor**

- 1:30—Review of Prostatectomy in a County Hospital: Comparison with a Private Series—The Third of a Trilogy—Robert J. Prentiss, M.D., San Diego, and John W. Pennington, M.D., San Diego, by invitation
- 1:45—Discussant—Milo Ellick, M.D., Long Beach
- 2:10—Chairman's Address—The Hazards of Being a Male: Emphasis on Urogenital Factors—Carl E. Burkland, M.D., Sacramento
- 2:25—Business Meeting
- 2:40—Recess
- 2:45—Combining Surgery for Ureterocele with Ureterovesicoplasty to Prevent Postoperative Reflux—John A. Hutch, M.D., and Eugene R. Chisholm, M.D., Pleasant Hill
- 3:00—Discussant—Paul L. Getzoff, M.D., Beverly Hills

\*Attention of the members of the Urology Section is directed to the Third General Meeting on Chronic Renal Failure, Tuesday, March 22, 9:00 a.m., Ballroom.

- 3:05—**External Radiation: A Successful Modality in Preventing Hormonally Induced Gynecomastia**—Thomas E. Shown, Capt., M.C., U.S.A.; Mauro P. Gangai, Maj., M.C., U.S.A.; Paul E. Sieber, Col., M.C., U.S.A.; and Charles A. Moore, Lt. Col., M.C., U.S.A.; San Francisco, all by invitation
- 3:20—**Tetracycline Fluorescence in Urinary Tract Tumors**—Samuel Kunin, M.D., and S. F. Cooper, M.D., Los Angeles, both by invitation
- 3:35—**A Ten-Year Survival Following Cystectomy and Lymphadenectomy for High-Grade Carcinoma of the Bladder**—Jay R. Longley, M.D., Newport Beach, and Bernard Mason, M.D., Huntington Beach
- 3:50—**Regression and Control of Metastatic Renal Cancer**—Matlock M. Mims, M. D., Los Angeles
- 4:05—**Discussants**—Abraham T. Cockett, M.D., Torrance, and Gordon L. Verity, M.D., San Diego

#### ACKNOWLEDMENT

A major objective of the Scientific Board in recent years has been the improvement of the Annual Scientific Assembly. The progress towards the attainment of this objective has been made possible by the work of many physicians, and the support of sections, committees, specialty societies and voluntary health agencies. Lack of space prevents the listing of these people and groups, but the California Medical Association is extremely appreciative of their cooperation.

Committee on Scientific Assemblies  
of the Scientific Board  
VICTOR RICHARDS, M.D., *Chairman*

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## COLOR TELEVISION PROGRAM

Music Room • Biltmore Hotel

PLANNING COMMITTEE  
William D. Evans, M.D., Chairman  
Sol Bernstein, M.D.  
Margaret M. McCarron, M.D.  
Bernard J. O'Loughlin, M.D.

Closed Circuit Television programs will be offered Monday, Tuesday and Wednesday in the Music Room, Biltmore Hotel. Each program will have a Moderator and Panel of Discussants present at the Biltmore Hotel with operative procedures and patient interviews or demonstrations televised from Los Angeles County General Hospital. Following is a list of the programs. The complete Color Television Program giving descriptions and listings of moderators, surgeons, demonstrators, and panels will be available at the Registration Desk at the time of the meeting.

## MOTION PICTURE PROGRAM

Music Room • Biltmore Hotel

Co-Chairmen:

Richard E. Gardner, M.D.  
W. Morris H. Noble, M.D.

Four film symposia will be presented, each utilizing about two-thirds of the time for projection of films, and one-third for discussions, questions and answers.

Be sure to read the **SPECIAL MOTION PICTURE PROGRAM** distributed at the time of registration with complete listing of films, descriptions, moderators, discussants and time schedules.

**MONDAY, MARCH 21** 9:00 a.m. to 12 noon

9:00 a.m.— **DIABETES: LESIONS AND LESSONS**  
Moderator: Helen E. Martin, M.D., Los Angeles

10:30 a.m.— **NEUROLOGICAL EXAMINATION**  
Moderator: Ruth A. McCormick, M.D., Los Angeles  
Demonstrator: Howard S. Barrows, M.D., Los Angeles

**TUESDAY, MARCH 22** 2:00 p.m. to 5:00 p.m.

2:00 p.m.— **COLONIC RESECTION**  
Moderator: Arthur J. Donovan, M.D., Los Angeles  
Surgeon: Clarence J. Berne, M.D., Los Angeles

**WEDNESDAY, MARCH 23** 9:00 a.m. to 12 noon

9:00 a.m.— **CENTRAL NERVOUS SYSTEM INFECTIONS**  
Moderator: Paul F. Wehrle, M.D., Los Angeles  
10:30 a.m.— **DERMATOLOGY CLINIC**  
Co-Moderators: Norman Levan, M.D., Los Angeles  
Marjorie F. Bauer, M.D., Los Angeles  
Ben A. Newman, M.D., Beverly Hills

**SUNDAY, MARCH 20** 9:00 a.m. to 12:00 noon

### SURGERY

Moderator: Richard E. Gardner, M.D., San Francisco  
**A New Look at Tetanus Prophylaxis**  
**Diseases of the Gallbladder**  
**Long-Term Cannulation for Hemodialysis**  
**A Stereotaxic Method for Investigation and Treatment of Involuntary Movements and Intractable Pain**

**MONDAY, MARCH 21** 2:00 p.m. to 5:00 p.m.

### MEDICINE

Moderator: W. Morris H. Noble, M.D., San Francisco  
**Bronchitis—A Team Affair**  
**I've Been Living with Gout**  
**Cardioversion During the Awake State**

**TUESDAY, MARCH 22** 9:00 a.m. to 1:30 p.m.

9:00 a.m.— **RADIATION**  
Moderator: Justin Stein, M.D., Los Angeles

**Heavy Particle Radiation**  
**Acromegaly: Diagnosis, Etiology, Therapy**  
**Radiation: Physician and Patient**

12:30 p.m.— **LASER BEAM**  
Moderator: James T. Helsper, M.D., Pasadena

**Laser and Living Cells**  
**Laser Beam Therapy**

**WEDNESDAY, MARCH 23** 2:00 p.m. to 5:00 p.m.

### GENERAL PROGRAM

Moderator: Clarence T. Halburg, M.D., Redlands  
**Low Cervical Cesarean Section—Transverse Uterine Incision**  
**Why Blood Volume?**  
**Clinical Applanation Tonometry with the Goldman Tonometer**  
**The Long-Term Use of Anticoagulants**

# SCIENTIFIC AND ORGANIZATIONAL EXHIBITS

## *Scientific Exhibits*

Rex Room, Below Biltmore Bowl

**The Physiochemical Rational in the Treatment of Shock**—William Schumer, M.D., Sacramento, by invitation. This exhibit is a visual explanation of the newer biochemical and physiological rationale in the treatment of shock. It consists of three sections: (1) Microphotographs of the microcirculation of the dog as it is bled to shock levels. A flow diagram explains the physiological compensation and biochemical complications which are produced by shock. (2) Cinemicrophotographs, stills of the microcirculation, metabolic study and survival rate charts, and metabolic flow diagrams illustrate the technique utilized in experimental production of shock and the effect lactic acid, 1-norepinephrine, and vasodilators (nitrates) have on the microcirculation and the cellular metabolism. (3) Summary of the exhibit supports the use of vasodilatory over vasoconstrictive therapy in shock, and proves that vasodilators increase tissue perfusion and decrease lactic acidosis.

**Cryosurgery of Head and Neck**—Robert Rand, M.D., and Hans von Leden, M.D., Hollywood. This exhibit will consist of illustrations, equipment and signs. The techniques, tissue changes and the advantages and disadvantages of cryo surgery will be shown.

**The Potassium-Induced Circumferential Small Bowel Ulcer**—Leon Morgenstern, M.D., Joel Panish, M.D., Los Angeles, and Michael Freilich, M.D., Los Angeles, by invitation. The clinical and pathologic characteristics of the circumferential small bowel ulcer associated with thiazide-potassium medication have now been clearly delineated in reports from this and other institutions. Since 1960 we have been collecting material on this unusual entity, and now have 25 cases which have undergone surgical resection. During the course of these past five years we have accumulated a wealth of excellent illustrative material in the operating room and in the pathology laboratory. It is this material, in large color transparencies, which will be shown in the exhibit. Also to be shown are several permanently mounted actual gross specimens embedded in plastic. A brief text in outline accompanies the various portions of the exhibit, giving the viewer a clear, concise summary of the disease.

The final section depicts the experimental results in duplicating the lesion and presents a series of conclusions based on the clinical and laboratory material.

**Diagnostic Testing Unit on Hypertensive Diseases**—California Heart Association—Harold I. Griffeth, M.D., San Francisco. The exhibit consists of two self-illuminated panels giving two medical cases with x-rays, photographs of eyegrounds, and sets of eight electrocardiograms. These are correlated with written case histories, and a multiple choice questionnaire.

**Clinical Potassium Deficit**—W. D. Snively, Jr., M.D., and R. L. Westerman, M.D., Evansville, Indiana, by invitation. This exhibit presents the salient facts concerning potassium deficit in clinical medicine, emphasizing that this deficit—hazardous if allowed to continue—can be easily prevented, readily detected, and effectively treated.

Results of studies showing the high incidence of potassium deficit, both in in-patients and out-patients, will be highlighted graphically. Causes of potassium deficit will be demonstrated pictorially, as will the physiologic mechanisms by which deficits occur. Symptoms and physical findings in mild to severe potassium deficit will be visually demonstrated. Advantages and disadvantages of various salts of potassium will be covered. Therapy will emphasize that potassium deficit is a cellular deficit.

**Reduction of Unnecessary Medical X-ray Exposure(s)**—Simon Kinsman, Ph.D., Sacramento, by invitation. An x-ray generator will be set up to radiograph a phantom in a cubicle shielded on five sides. Radiation detection instruments will be placed at several locations. The visitors can measure (read instrument dials) the scattered radiation for various settings of kilovoltage, milliamperage, filter thickness, and beam restricters.

**The Sounds of Venous Air Embolism**—Charles C. Wycoff, M.D., and John E. Cann, M.D., San Francisco. This exhibit is a continuation of an exhibit at the 1965 Annual Scientific Assembly of the California Medical Association. A continuously running tape-recorder will reproduce the heart sounds of systemic air embolism in the dog. There will be charts of the variation of blood pressure and arterial oxygen tension as well as records of the electrocardiogram. A refinement of the 1965 demonstration will be made. This demonstration is designed to augment a scientific paper to be presented at the same meeting.

## *Organizational Exhibits*

South Galeria, Galeria Floor

**California Medical Association Physician Placement Service**—The Coordinator of the Physician Placement Service will be on hand throughout the meeting to discuss opportunities for practice in California, and to assist those having openings they wish to list in the Placement Bulletin.

**Medicine and Religion**—The Committee on Medicine and Religion, California Medical Association. The purpose of this exhibit is to stimulate interest and offer assistance to county medical societies.

(Continued on next page)

**Food and Drug Administration: Adverse Drug Registry**—The exhibit shows location of cooperating hospitals, methods of collection and distribution of information on reactions. The cooperation of the Food and Drug Administration and the American Medical Association is stressed.

**American Medical Association: Adverse Drug Registry**—The purpose of this exhibit is to inform physicians of the American Medical Association Registry, to encourage their participation, and to stress the importance of drug associated reactions. The exhibit contains illustrations of specific drug reactions, and their causes and visual requests for reporting of reactions.

**American Medical Association: Occupational Health**—A permanent display of 60 publications, any of which may be ordered without charge. In addition, three publications will be available as hand-outs at the exhibit.

**American Medical Association: Nutrition**—This exhibit indicates the sources and importance of dietary fats; it points out indications and recom-

mendations for modifying dietary fat; it lists in graph form the total fat and the polyunsaturated fat content of foods.

**State Department of Public Health: Tumor Registry**—A series of charts and graphs giving the distribution in man of cancer by site, state of disease at diagnosis and survival rate.

**California Medical Association: Committee on Maternal and Child Care**—The results of a two-year study of all fatal cases of Hemolytic Diseases of the Newborn are reviewed, listing frequencies of avoidable factors, physician and laboratory. Recommendations for improvement of HDN management are given.

**How To Approach the Eye**—Dan M. Gordon, M.D., New York, by invitation. The exhibit will cover the fundamentals of an eye-examination—stressing the conditions which the non-ophthalmologist can and cannot handle, illustrating important diagnostic hints. The differentiation between conjunctival and ciliary injections will be illustrated as well as indications for the use of anti-inflammatory agents with or without antimicrobials. A sample eye tray will be shown.

## **QUALIFICATIONS/REQUIREMENTS FOR REGISTRATION**

(a) All M.D.'s with credentials showing that they hold valid license to practice medicine. (Membership card in C.M.A.; county medical society/association or A.M.A. membership card.)

(b) Medical students will be admitted upon presentation of credentials from their medical schools identifying them as medical students. (A membership card of the Student American Medical Association or letter from their dean's office.)

(c) Medical assistants will be admitted upon presentation of a letter from the physician-employer or C.M.A.A. membership card.

(d) Military paramedical personnel will be admitted upon presentation of a letter requesting their admittance, written by their commanding officer.

(e) Dentists (D.D.S.), doctors of veterinary medicine (D.V.M.), registered nurses (R.N.), student nurses, x-ray technicians, laboratory technicians, allied public health personnel, and others will be admitted provided they have proper identification.

(f) All questions on admission will be passed upon by a member of the Committee on Registration who will be present at the desk.

# WOMAN'S AUXILIARY

## THIRTY-SIXTH ANNUAL CONVENTION

MARCH 20 to 23, 1966

Headquarters: Biltmore Hotel, Los Angeles

Convention Chairman: MRS. WILLIAM F. ROE

Convention Co-Chairman: MRS. EUGENE E. CAHILL

### REGISTRATION—North Galeria

Sunday, March 20—9:00 a.m. to 4:00 p.m.

Monday, March 21—8:00 a.m. to 4:00 p.m.

Tuesday, March 22—8:30 a.m. to Noon

### SATURDAY, March 19

7:00 p.m.—Annual Report of Woman's Auxiliary presented by the President, Mrs. George J. Bower, to the California Medical Association House of Delegates, Biltmore Bowl. Doctors' wives are invited to attend. Auxiliary members will not register for this meeting. Woman's Auxiliary Registration will start Sunday morning

### SUNDAY, March 20

9:00 a.m.—Executive Committee breakfast meeting, President's Suite

2:30 p.m.—Pre-Convention Board meeting, Conference Room #5

### MONDAY, March 21

8:30 a.m.—Opening Session of House of Delegates, Biltmore Bowl

11:15 a.m.—“Pronto” Luncheon to be served in Biltmore Bowl

12:45 p.m.—Afternoon Session of House of Delegates, Biltmore Bowl

### TUESDAY, March 22

8:30 a.m.—Final Session of the House of Delegates, Biltmore Bowl

12:15 to 1:00 p.m.—Reception honoring incoming and outgoing officers, Ballroom Foyer

1:00 p.m.—Presidents' Luncheon honoring Mrs. George J. Bower and Mrs. Samuel K. Bacon, President-Elect; State Past Presidents; and CMA Advisory Board and their wives, Ballroom

### WEDNESDAY, March 23

8:00 a.m.—Post-Convention Board meeting, Mrs. Samuel K. Bacon presiding, Conference Room 4

9:00 a.m.—Orientation Meeting for 1966-67 State Board Members, District Councilors, County and District Presidents. Incoming County Board Members are also welcome. Mrs. Samuel K. Bacon presiding, Conference Room #4

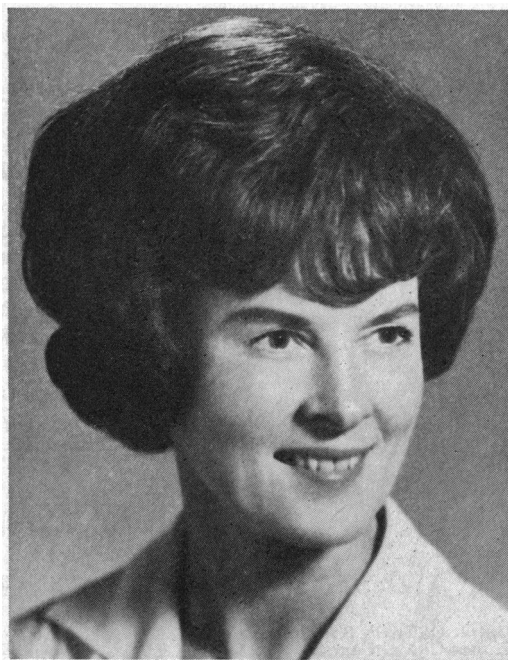
### HOSPITALITY CENTER

The Hospitality Center will be open

Sunday, March 20—12:00 to 4:00 p.m.

Monday, March 21—9:00 a.m. to 5:00 p.m.

Tuesday, March 22—9:00 a.m. to Noon



MRS. GEORGE J. BOWER, *President*



MRS. SAMUEL K. BACON, *President-Elect*



# OFFICERS AND DELEGATES

## General Officers

Ralph C. Teall, Sacramento.....*President*  
James C. MacLaggan, San Diego.....*President-Elect*  
William F. Quinn, Los Angeles.....*Speaker of House of Delegates*  
Joseph W. Telford, San Diego...*Vice-Speaker of House of Delegates*  
Carl E. Anderson, Santa Rosa.....*Chairman of Council*  
Matthew N. Hosmer, San Francisco.....*Secretary*  
Dwight L. Wilbur, San Francisco.....*Editor*  
Howard Hassard.....*Executive Director*  
Peart, Baraty & Hassard.....*Legal Counsel*

## House of Delegates

### TOTAL DELEGATES (329)

### DELEGATES EX-OFFICIO (69)

Ralph C. Teall, Sacramento.....*President*  
James C. MacLaggan, San Diego.....*President-Elect*  
William F. Quinn,  
Los Angeles.....*Speaker of House of Delegates*  
Joseph W. Telford,  
San Diego.....*Vice-Speaker of House of Delegates*  
Carl E. Anderson, Santa Rosa.....*Chairman of Council*  
Matthew N. Hosmer, San Francisco.....*Secretary*  
Dwight L. Wilbur, San Francisco.....*Editor*

#### COUNCILORS

Roger C. Isenhour (1967).....*First District*  
Llewellyn E. Wilson (1967).....*Office No. 1, Second District*  
Frank C. Melone (1968).....*Office No. 2, Second District*  
Malcolm C. Todd (1968).....*Office No. 1, Third District*  
Elmer F. Gooel (1966).....*Office No. 2, Third District*  
Richard L. Taw (1967).....*Office No. 3, Third District*

Lewis T. Bullock (1968).....*Office No. 4, Third District*  
Joseph P. O'Connor (1966).....*Office No. 5, Third District*  
Franklin F. Ham (1967).....*Office No. 6, Third District*  
Wilbur G. Rogers (1968).....*Office No. 7, Third District*  
Joseph F. Maguire (1967).....*Fourth District*  
Ralph W. Burnett (1966).....*Fifth District*  
Richard S. Wilbur (1967).....*Office No. 1, Sixth District*  
Albert G. Miller (1968).....*Office No. 2, Sixth District*  
Malcolm S. M. Watts (1966).....*Office No. 1, Seventh District*  
Roberta F. Fenlon (1967).....*Office No. 2, Seventh District*  
Harold Kay (1966).....*Office No. 1, Eighth District*  
William F. Kaiser (1967).....*Office No. 2, Eighth District*  
Carl E. Anderson (1967).....*Ninth District*  
James H. Yant (1968).....*Tenth District*  
Forest J. Grunigen (1967).....*Eleventh District*  
Edward B. Shaw (1966).....*Scientific Board Representative*

### ELECTED DELEGATES (269)

#### ALAMEDA-CONTRA COSTA (19)

Ackerman, Frederick  
Anderson, Conrad E.  
Bassett, J. Brandon  
Black, Daniel W.  
Charvet, Leonard W.  
Goetsch, Carl  
Goggio, Alfred  
Hart, Charles J.  
Holden, Herbert  
Hoskins, H. Dean  
Hudson, Charles B.  
Keig, William  
Kerns, Claude  
Kunkel, Peter  
Lewis, Gwilym B.  
Richards, Dexter N., Jr.  
Truman, Stanley R.  
Twigg, Edward  
Wiesinger, Warren E.

#### Alternates

Adams, Robert  
Armstrong, James R.  
Barron, Gilbert  
Byers, Gilbert  
Caldwell, Kendall W.  
Donald, William G., Jr.  
Duffy, Charles C.  
Eisenberg, Harold J.  
Etheredge, Samuel N.  
Harms, Herbert  
Kirk, Ralph  
Lyman, Richard W.  
Maloney, Harold  
Morrison, J. Evans  
Purcell, Edward F.  
Reedy, Richard N.  
Rihn, Richard J.  
Rosen, Edgar  
Ross, Joseph

#### BUTTE-GLENN (2)

Elmendorf, Thomas  
Murphy, Franklin L.

Ritter, Dale W.  
Sears, A. R. M.

#### FORTY FIRST (3)

#### FRESNO (5)

Argo, W. L.  
Howard, Arthur F.  
Kass, Robert  
Smith, Robb  
Snyder, L. J.

Corbus, Howard  
Frye, John  
Gray, Clell C., Jr.  
Swift, Coe T.  
Whitten, Richard

#### HUMBOLDT-DEL NORTE (2)

Loring, Theodore  
Henderson, Justus

Bux, Donald E.  
Smith, E. Kenneth

#### Delegates

#### IMPERIAL (2)

Jaquith, George  
Schoensee, Burke E.

#### Alternates

Ajalat, M. P.  
Wilson, William C.

#### INYO-MONO (2)

Hartwig, W. Ray  
Knecht, Evan

Alm, Theodore  
Denton, Robert W.

#### KERN (4)

Day, Robert L.  
Osell, L. N.  
Strongin, Seymour  
Vaughan, J. E.

Anderson, Gene  
Clark, M. Marlin  
Ellis, John F.  
Friend, James R., Jr.

#### KINGS (2)

Brookshier, R. W.  
Kerr, Edwin E.

Christensen, L. F.  
Dittes, William

#### LASSEN-PLUMAS-MODOC-SIERRA (2)

Bross, Willard, Jr.  
Quinn, William J.

Batson, Wilbur C.  
Davis, Fred J., Jr.

#### LOS ANGELES (88)

Allin, John G.  
Andersen, George C.  
Asher, Leonard M.  
Attyah, Albert M.  
Axelrod, Bernard  
Bailey, Wilbur  
Baker, Jack W.  
Barber, Clifford A.  
Barnes, Roger W.  
Barry, Donald J.  
Beasom, Ralph D.  
Boyle, Joseph F.  
Buehler, George S.

Anderson, James E.  
Arcadi, John A.  
Austin, Robert Reed  
Baker, Thomas  
Beattie, Arthur S.  
Benson, Seymour  
Berkaw, Kenneth  
Bleeker, Harry H., Jr.  
Botzbach, Henry A.  
Brennan, John C.  
Brown, Albert F.  
Burch, John T.  
Carlson, Carroll C.

**Delegates**

Bullis, John A.  
 Bullock, Lewis T.  
 Burke, Donald E.  
 Burrows, Herbert L.  
 Campion, George M.  
 Case, Walter G.  
 Compton, Russell F.  
 Condit, Leonard O.  
 Conti, James G.  
 Crane, Jay J.  
 Crum, Jean F.  
 Doehring, Paul C.  
 Donahue, D. W.  
 D'Orazio, Edward  
 Dummer, Jerome  
 Ellison, G. Roger  
 Elshire, H. Donel  
 Fitch, Donald R.  
 Goldman, Theodore H.  
 Gondek, Frank R.  
 Goodwin, William E.  
 Goel, Elmer F.  
 Halasey, Thomas  
 Hamel, Neal C.  
 Hanchett, Richard B.  
 Haskell, M. M.  
 Heiser, Saul  
 Hill, Harry E.  
 Hoffman, Eugene F.  
 Hohl, Mason  
 Hood, Robert T., Jr.  
 Isaacs, Julien H.  
 Kiddie, Thomas  
 \*Kirchner, Arthur A.  
 Kranzendorf, Charles D.  
 Kuntz, George S.  
 Lau, Michael W.  
 Longmire, William P., Jr.  
 Ludwig, J. Lefe  
 Lynn, Jack M.  
 MacInnis, Douglas N.  
 Mailman, Richard H.  
 Mauer, Edgar F.  
 May, Lewis H. V.  
 Miller, Richard D.  
 Milliken, Ralph M.  
 Mooney, Herbert S.  
 Morgan, Henry G.  
 Morton, Daniel G.  
 Murrieta, A. J., Jr.  
 Neuenschwander, Robert S.  
 Ottalini, Guy Adams  
 Pheasant, Homer C.  
 Platz, Edward  
 Plechas, N. Peter  
 Pollack, John V.  
 Quinn, William F.  
 Rogers, Frank A.  
 Rothenberg, Sanford F.  
 Schimmel, Irwin  
 Shearer, Shirley K.  
 Smart, Reginald H.  
 Smith, Eldon E.  
 Smith, Thayer A.  
 Snell, Marvin V.  
 Stragnell, Robert  
 Taw, Richard L.  
 Voigt, Philip F.  
 Watson, Robert L., Jr.  
 Wiener, Thomas  
 Wilkins, Harold E.  
 Woodruff, John H.  
 Woolington, Sam S.  
 Yates, Paul D.  
 Zinn, Willard J.

**MARIN COUNTY (3)**

Ablin, Arthur R.  
 Mills, Robert L.  
 Weden, Elmer, Jr.

**MENDOCINO-LAKE (2)**

Roberson, B. B.  
 Smalley, Robert B.

**MERCED (2)**

Jackson, Edward  
 McDowell, B. E.

**MONTEREY (3)**

Fassett, James R.  
 Hull, Osman H.  
 Turner, Joseph E.

**NAPA (2)**

Brignoli, Walter H.  
 Rose, Edgar Kash

\*Deceased.

**Alternates**

Cheverton, William G.  
 Cooper, Boyd  
 Cope, Jerome A.  
 Dorn, Robert M.  
 Edwardes, Arthur F.  
 Edwardh, Orville H.  
 Evans, Creed M.  
 Evashwick, George  
 Fields, Albert  
 Fisher, Neal R.  
 Ford, James H.  
 Fox, Saul L.  
 Frankenfeld, Robert H.  
 Freidin, Morris  
 Furer, Stanford A.  
 Golden, Robert F.  
 Golenternek, Joe  
 Harnagel, Edward E.  
 Herson, Ronald E.  
 Hoffman, Peter L.  
 Horton, James W.  
 Houts, Richard E.  
 Hull, Earl T., Jr.  
 Hull, Forrest E.  
 Jackson, Newton R.  
 Jennings, Elmer R.  
 Jones, Henry A.  
 Kawakami, Iwao G.  
 Kelso, Raymond, Jr.  
 Keltner, Mark R.  
 Lambert, Ross W.  
 Levy, Charles C.  
 Lopez, Henry L.  
 Marcus, Stanley  
 Mayne, John C.  
 Maytum, W. James  
 McCandless, Harrison  
 McLaughlin, Henry M.  
 Medler, David C.  
 Morgan, Frank M.  
 Mueller, Robert L.  
 Murray, Gregory C.  
 Nippell, Robert M.  
 Odou, Eugene R.  
 Oetting, Henry K.  
 Olch, David I.  
 Palmer, Robert H.  
 Parlour, Richard R.  
 Parris, Edward B.  
 Penka, Ernest J.  
 Peterson, John S.  
 Pocock, Dean S.  
 Rolland, Ward M.  
 Schade, Frank F.  
 Silver, Bernard B.  
 Smith, Seth W.  
 Stauffer, Floyd R.  
 Taylor, William A.  
 Thom, John G.  
 Turill, Fred L.  
 Ulery, Richard M.  
 Vogel, Philip J.  
 Warren, Ward B.  
 Wasserman, John M.  
 Weber, Robert A.  
 Weiss, Benjamin J.  
 Westerbeck, Charles W.  
 Whipple, Winston F.  
 Wong, Thomas A.  
 Wood, Robert C.  
 Wunderlich, E. E.  
 Zimmerman, Norval F.

Alderson, Joseph J.  
 Lee, John R.  
 Wagner, Leo A.

Waring, William  
 Wilson, L. B.

Corbett, Thomas  
 Soderstrom, Edwin

Eldredge, Eugene E.  
 Kandlbinder, A. F.  
 Klinefelter, R. P.

Ashley, Robert C.  
 Ledwich, Thomas

**Delegates****ORANGE (12)**

Ball, Dexter T.  
 Carroll, Vincent P.  
 Eastman, Henry V.  
 Galbraith, Harold F.  
 Gerrie, Wallace A.  
 Graham, Ralph E.  
 Hawkins, G. William  
 Jett, Jim  
 Mosier, Laurance A.  
 Paul, Carl J.  
 Plumb, Hugh J., Jr.  
 Price, J. B.

**PLACER-NEVADA (2)**

Dubin, Nathan  
 Joye, K. M.

**RIVERSIDE (4)**

Abbott, Donald  
 Ivanoff, John C.  
 Jones, Cecil  
 Stone, H. H.

**SACRAMENTO (6)**

Berg, John A.  
 Berman, A. E.  
 Farley, James O.  
 Grayson, Charles E.  
 Horn, Carl E.  
 Pope, Glenn A.

**SAN BENITO (2)**

Haruff, John J.  
 Moore, Ernest

**SAN BERNARDINO (5)**

Halburg, Clarence T.  
 Hendrickson, M. A.  
 Miano, Ben D. A.  
 Sprague, Charles P.  
 Varden, Arthur

**SAN DIEGO (13)**

Carpenter, Walter F.  
 Fairchild, L. H.  
 Hippen, Robert L.  
 Hokr, William K.  
 King, Ralph M.  
 Levy, Edward I.  
 Messenger, Harold  
 Peck, Sam  
 Robinson, Frank H.  
 Rumsey, John M.  
 Tancredi, Chester  
 Telford, Joseph W.  
 Youel, Milo A.

**SAN FRANCISCO (19)**

Bender, William T.  
 Biskind, Gerson R.  
 Combs, Robert C.  
 Fullenlove, Tom M.  
 Gallagher, Donald M.  
 Gibbons, Henry, III  
 Herrod, Chester E.  
 Herzog, George K., Jr.  
 Hopp, Eugene S.  
 O'Gara, Louis A.  
 Rixford, Emmet L.  
 Robinson, Saul J.  
 Saunders, John B. de C. M.  
 Schaupp, John B.  
 Sirbu, Abraham B.  
 Wayburn, Edgar  
 Webb, Eugene M.  
 Weyrauch, Helen B.  
 Williams, A. Justin

**SAN JOAQUIN (4)**

Benn, James J.  
 Harrington, Donald C.  
 McNally, John  
 William, George

**SAN LUIS OBISPO (2)**

Chambers, James R.  
 Kirk, Stanley

**SAN MATEO (7)**

Brown, Henry A.  
 Fox, Norman C.  
 Hart, Ward L.  
 Hills, Oscar W.  
 Lindsey, Howard W.  
 Novak, Frank J.  
 Saidy, John T.

**Alternates**

Fraide, Raul  
 Hastings, Charles M.  
 Kammerman, Richard F.  
 Kay, Fred M.  
 Martin, Walter H.  
 McFarland, Philip H.  
 Morgan, Russell M.  
 Nielsen, David I.  
 Schneider, Shirley M.  
 Siemonsma, Harry L.  
 Stonestreet, Marshall P.  
 Thompson, Arthur F.

Rossitto, T. J.  
 Shamhart, H. William

Kinney, William  
 Lyons, John C.  
 Stone, Vean M.  
 Zweig, Robert M.

Babbins, George  
 Cook, Orrin S.  
 Hause, Donald P.  
 Lambert, Lewis  
 Long, John B.  
 Martin, James W.

Currie, Norman L.  
 Jones, Peter

Gibson, Thomas  
 Hill, Harold M.  
 Krikes, Nicholas P.  
 Sterling, Allen F.  
 Wake, Donald K.

Brumbaugh, Simon C., Jr.  
 Corwin, Edward H.  
 Ford, John R.  
 Herrick, William C.  
 Kirtland, Howard B., Jr.  
 Moore, Stanley A.  
 Parkinson, Gaylord  
 Peabody, Homer D., Jr.  
 Pierangelo, Anthony J.  
 Plumb, Robert T.  
 Powell, E. R.  
 Tisdale, William  
 Wells, John J.

Auerback, Alfred  
 Baer, Charlotte C.  
 Baron, Shirley H.  
 Bonfilio, Nicholas D.  
 Bryan, John R.  
 Burnham, DeWitt K.  
 Clark, Albert G.  
 Cook, Robert E.  
 Erskine, John M.  
 Feldman, Sanford E.  
 Fleming, Ruth  
 Hurwitz, Samuel  
 Jacobs, Alvin H.  
 Kiyasu, William S.  
 Musser, Don C.  
 Pillsbury, Philip L.  
 Reinhardt, William O.  
 Salomon, Maurice S.  
 Webb, Gilbert A.

Evans, Wesley  
 Morozumi, John  
 Nickols, Bruce  
 Salter, Robert

Cletsoway, Richard W.  
 Greenman, Robert

Aycinena, Juan  
 Healy, Francis A.  
 Kohn, Martin M.  
 Larsen, William G.  
 Richanbach, Henry S.  
 Rossiter, Stanford B.  
 Storli, Edgar A.

<i>Delegates</i>	<i>Alternates</i>	<i>Delegates</i>	<i>Alternates</i>
<b>SANTA BARBARA (4)</b> Dalton, James McNiece, Kenneth Miles, Harold Ziemba, Joseph	Blanchard, John Domz, Casimir Gebhart, William Helges, L. E.	<b>TULARE (2)</b> Goettle, James W. Lavers, George D.	Brauner, E. P. Wulff, Verna
<b>SANTA CLARA (12)</b> Besson, Gerald Boice, Clyde Clark, William H. Davis, Burt L. Foster, Thomas N. Fox, Leon P. Glansiracusa, Frank Liston, Edward Mitchell, Sidney Scarborough, C. Gerald Silver, Emmanuel Skillicorn, Stanley A.	Blanchard, Leland Cramer, Harold George, John W. Houck, George Hull, David I. Kaufman, S. Fred Manson, R. Morton Neubauer, Ivan O'Neill, Robert Peck, Clemmer Ramsay, George Rowles, Donald	<b>VENTURA (3)</b> Huff, W. Cloyce Moore, James W. Rulfo, Henry J.	Hair, Charles M. Hart, William L. Powell, Noble A., Jr.
<b>SANTA CRUZ (2)</b> DePuy, J. L. Rousseau, Robert	Mills, Richard Standage, Harlow	<b>YOLO (2)</b> Sobeck, Frederick J. Wilson, B. Kent	Edmondson, Robert C. Vaughn, T. Neil
<b>SHASTA-TRINITY (2)</b> Miller, Charles D. Polka, Michael G.	Gregory, Leonard Keye, John, Jr.	<b>YUBA-SUTTER-COLUSA (2)</b> Boyer, Warren Wright, Bayard A.	Cusick, George Wallace, Robert N.
<b>SISKIYOU (2)</b> Macfarlane, Robert Thompson, Victor	Chappell, Harry Schnack, William	<b>EX-OFFICIO SCIENTIFIC BOARD (18)</b> Belford, William W. Bettman, Jerome W. Biskind, Gerson R. Blanchard, Leland B. Brockman, Seymour J. Dillon, John B. Farber, Eugene M. Goerke, L. S. Grayson, Charles E. Kaufman, Joseph J. Keeney, Edmund L. Knox, Stuart C. Neufeld, Alonzo J. Petit, Donald W. Richards, Victor Rubin, David Russell, Keith P. Zaik, Edward J.	Kelly, Hobart M. Samson, Paul C. Stein, Justin J. Wood, David A.
<b>SOLANO (2)</b> Garrett, Robert L. Olson, William J.	Gullock, Alvin H. Schmutz, Melvin A.	<b>EX-OFFICIO PAST PRESIDENTS (22)</b> Peers, Robert A. .... 1935 Wilson, Harry H. .... 1940 Molony, Wm. R., Sr. .... 1942 Schaupp, Karl L., Sr. .. 1943 Goin, Lowell S. .... 1944 Cline, John W. .... 1947 Askey, E. Vincent .... 1948 Kneeshaw, R. Stanley 1949 Cass, Donald .... 1950 MacLean, H. Gordon .... 1951 Green, John W. .... 1953	Morrison, Arlo A. .... 1954 Shipman, Sidney J. .... 1955 Charnock, Donald A. .... 1956 MacDonald, Frank A. 1957 West, Francis E. .... 1958 Reynolds, T. Eric .... 1959 Foster, Paul D. .... 1960 Bostick, Warren L. .... 1961 Wheeler, Omer W. .... 1962 Sherman, Samuel R. .... 1963 Doyle, James C. .... 1964
<b>SONOMA (3)</b> Barnett, Richard C. Sharrocks, Horace F. Zieber, R. L.	Clary, David T. Craven, Wayne Johnston, Richard T.	<b>EX-OFFICIO HONORARY PAST PRESIDENT (1)</b> Murray, Dwight H.	
<b>STANISLAUS (3)</b> Nelson, William New, David J. Purvis, Robert	Goutiere, Vernon Hatch, F. N. Woolley, J. S.		
<b>TEHAMA (2)</b> Ingle, Gerald Wolfe, Lynn E.	Jourdan, Harve Wood, O. T.		

## CALPAC REPORTS

### Biltmore Bowl

Immediately Following the Opening  
Session of the CMA House of Delegates

# House of Delegates • 1966 Annual Session

## AGENDA

### Biltmore Bowl

*Speaker*.....William F. Quinn, Los Angeles  
*Vice-Speaker*.....Joseph W. Telford, San Diego  
*Secretary*.....Matthew N. Hosmer, San Francisco

FIRST MEETING, Saturday, March 19, 1966, at 7:00 p.m.

### ORDER OF BUSINESS

1. Call to order.
2. Report of Committee on Credentials, and Organization of the House of Delegates—Roll Call.
3. Announcement and approval of Reference Committees and Miscellaneous Announcements.
  - (a) Committee on Credentials. (Delegates must register with the Committee.)
  - (b) Reference Committee on the Reports of Officers, the Council, the Commissions and Standing and Special Committees (Reference Committee No. 1.)
  - (c) Reference Committee on Finance, to review the reports of the Secretary and the Executive Secretary and to study and make recommendations to the House of Delegates on the budget submitted by the Council and the amount of dues for the ensuing year. (Reference Committee No. 2.)
  - (d) Reference Committee on Resolutions and New and Miscellaneous Business. (Reference Committee No. 3.)
  - (e) Reference Committee (No. 3A) on Resolutions and New and Miscellaneous Business.
  - (f) Reference Committee on Amendments to the Constitution and Bylaws. (Reference Committee No. 4.)
  - (g) Reference Committee on CPS Business.
4. Address by President of the Woman's Auxiliary to the CMA—Mrs. George J. Bower.
5. Address by President—Ralph C. Teall.
6. Report of the President—Ralph C. Teall.
7. Report of the President-elect—James C. MacLaggan.
8. Report of the Speaker of the House of Delegates—William F. Quinn.
9. Report of the Vice-Speaker of the House of Delegates—Joseph W. Telford.
10. Report of the Trustees of the California Medical Association—Ralph C. Teall.
11. Report of Physicians' Benevolence Fund, Inc.—Ralph C. Teall.
12. Report of the Secretary—Matthew N. Hosmer.
13. Report of the Editor—Dwight L. Wilbur.
14. Report of the Executive Secretary.
15. Report of Legal Counsel—Peart, Baraty & Hassard.
16. Report of the Committee for Emergency Action—Ralph C. Teall.
17. Report of the Council—Carl E. Anderson, Chairman.
18. Report of CPS Board of Trustees—William H. Thompson, Chairman, Board of Trustees.
19. Reports of ad hoc committees of 1964 House of Delegates:
  - (a) Ad hoc Committee on 1965 Amendments to the Constitution and Bylaws—Robb Smith, Chairman.
  - (b) Ad hoc Committee on State Fee Schedules—Roger C. Isenhour, Chairman.
20. Reports of Commissions.
  - (a) Commission on Medical Services—Milo A. Youel, San Diego.
  - (b) Commission on Public Agencies—Albert G. Miller, San Mateo.
  - (c) Commission on Community Health Services—Harold Kay, Oakland.
  - (d) Commission on Communications—Malcolm C. Todd, Long Beach.
  - (e) Commission on Professional Welfare—George K. Herzog, Jr., San Francisco.
  - (f) Judicial Commission—Donald A. Charnock, Los Angeles.
  - (g) Commission on Allied Health Professions and Services—Forest J. Grunigen, Los Angeles.
  - (h) Commission on Hospital Affairs—Bert L. Halter, San Francisco.
  - (i) Scientific Board—Edward B. Shaw, San Francisco.
21. Reports of Other Committees.
  - (a) Bureau of Research and Planning—Samuel R. Sherman, San Francisco.
  - (b) Committee on Legislation—Dan O. Kilroy, Sacramento.
  - (c) Finance Committee—Harold Kay, Oakland.
  - (d) Medical Executives Conference—Mrs. Olive Neick, San Francisco.
  - (e) Delegates to the AMA—Burt L. Davis, Los Angeles.
22. Old and Unfinished Business.
23. New Business.

## SECOND MEETING, Tuesday, March 22, 1966, at 4:00 p.m.

(To be recessed and reconvened at 9:00 a.m. Wednesday, March 23)

### ORDER OF BUSINESS

1. Call to order.
2. Supplemental report of Credentials Committee—Roll Call.
3. Honored Guests.
  - (a) Fifty-year Members.
  - (b) Past Presidents.
  - (c) California Medical Assistants Association.
  - (d) California Nurses' Association.
4. Introduction of President-elect of Woman's Auxiliary—Mrs. Samuel K. Bacon.
5. Secretary's announcement of Council's selection of time and place for the 1967 Annual Session.
6. Election of Officers:
  - (a) President-elect.
  - (b) Speaker.
  - (c) Vice-Speaker.
  - (d) Councilors (three-year terms except as noted).
    - (1) Third District—Office No. 2—Elmer F. Goel, Beverly Hills (term expiring).
    - (2) Third District—Office No. 5—Joseph P. O'Connor, Pasadena (term expiring).
    - (3) Third District—Office No. 8—Newly created office—term expiring 1969.  
*Third District*—Los Angeles County.
    - (4) Third District—Office No. 9—Newly created office—term expiring 1967.
    - (5) Fifth District—Ralph W. Burnett, Bakersfield (term expiring).  
*Fifth District*—Calaveras, Fresno, Kern, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tulare and Tuolumne Counties
    - (6) Seventh District—Office No. 1—Malcolm S. M. Watts, San Francisco (term expiring).  
*Seventh District*—San Francisco County.
    - (7) Eighth District—Office No. 1—Harold Kay, Oakland (term expiring).  
*Eighth District*—Alameda and Contra Costa Counties.
  - (e) Delegates to the American Medical Association: Delegates and Alternates to the American Medical Association are elected for terms of two calendar years. The Delegates and Alternates to be elected at this meeting will serve for two calendar years starting January 1, 1967, except as otherwise noted.  
  
**INCUMBENTS:**
    - (1) John G. Morrison, San Leandro (term expiring).
    - (2) \*Arthur A. Kirchner, Los Angeles (term expiring).
    - (3) Robert C. Combs, San Francisco (term expiring).
    - (4) J. Norman O'Neill, Los Angeles (term expiring).
    - (5) J. Lafe Ludwig, Los Angeles (term expiring).
    - (6) Burt L. Davis, Palo Alto (term expiring).
    - (7) Arlo A. Morrison, Ventura (term expiring).
    - (8) James E. Feldmayer, Exeter (term expiring).
    - (9) O. W. Wheeler, Riverside (term expiring).
    - (10) Malcolm C. Todd, Long Beach (term expiring).
    - (11) John E. Vaughan, Bakersfield (term expiring).
  - (f) Vacancy in Delegation due to death of Arthur A. Kirchner; one-year term commencing January 1, 1966.
  - (g) Alternates to the American Medical Association: Terms of all incumbents expiring. All offices for two-year terms starting January 1, 1967, except as otherwise noted.  
  
**INCUMBENTS:**
    - (1) Frederick Ackerman, Pleasant Hills (alternate to John G. Morrison).
    - (2) Dudley M. Cobb, Los Angeles (alternate to Arthur A. Kirchner).
    - (3) Emmett Rixford, San Francisco (alternate to Robert C. Combs).
    - (4) William F. Quinn, Los Angeles (alternate to J. Norman O'Neill).
    - (5) Harold Kay, Oakland (alternate to J. Lafe Ludwig).
    - (6) Leon P. Fox, San Jose (alternate to Burt L. Davis).
    - (7) Henry Brown, San Mateo (alternate to Arlo A. Morrison).
    - (8) Charles Grayson, Sacramento (alternate to James E. Feldmayer).
    - (9) Wilbur Bailey, Los Angeles (alternate to O. W. Wheeler).
    - (10) Alfred J. Murrieta, Jr., Los Angeles (alternate to Malcolm C. Todd).
    - (11) Joseph P. O'Connor, Pasadena (alternate to J. E. Vaughan).
7. Election of CPS Trustees (three-year terms):  
Reports of CMA Council as Nominating Committee.  
Incumbents, terms expiring:  
Mr. Ransom M. Cook, San Francisco.  
Carl E. Horn, Sacramento.  
Gregory C. Murray, Los Angeles.  
Herman H. Stone, Riverside (Ineligible for reelection).

\*Deceased.

William H. Thompson, San Mateo (Ineligible for reelection).

Stanley R. Truman, Oakland.

8. Announcements by Secretary.

Council's nominations of members of Commissions and Committees.

(For approval by the House of Delegates.)

9. Reports of Reference Committees:

- (a) Reports of Reference Committee No. 1 on Reports of Officers, the Council, Commissions and Standing and Special Committees.
- (b) Report of Reference Committee No. 2 on Reports of the Secretary, the Executive Secretary, and the budget and dues.
- (c) Report of Reference Committee No. 3 on Resolutions and New and Miscellaneous Business.
- (d) Report of Reference Committee No. 3A on Resolutions and New and Miscellaneous Business.

(e) Report of Reference Committee No. 4 on Amendments to the Constitution and Bylaws.

(f) Report of Reference Committee on CPS Business.

10. Unfinished Business.

11. New Business.

12. Presentation of Officers:

President—Presentation of plaque to President Ralph C. Teall.

President-elect.

Speaker.

Vice Speaker.

13. Approval of Minutes. (Committee to edit.)

14. Adjournment.

WILLIAM F. QUINN, *Speaker*

MATTHEW N. HOSMER, *Secretary*

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## 1965 CONSTITUTIONAL AMENDMENTS, FOR ACTION IN 1966

Under the terms of the Constitution, proposed constitutional amendments must lie on the table until the next regular meeting of the House of Delegates following the meeting at which they were introduced. A proposed amendment introduced at the 1965 meeting and to be acted upon in 1966 is presented below. In addition, one By-law amendment was introduced at the second session of the 1965 House of Delegates and, since it could not be acted upon for at least 24 hours, was held over for action in the next regular (1966) meeting.

The Proposed Constitutional amendment is required to be printed in two issues of the journal before it comes before the House of Delegates for action.

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### CONSTITUTIONAL AMENDMENT 1-65

Introduced by: The Council

Subject: Composition of Council

**Resolved:** That Article III, Part B, Section 9, paragraph (c) of the Constitution of the California Medical Association be amended by deleting the words "without the right to vote" at the end of the section, so that the section will read:

"(c) One (1) member of the Executive Com-

mittee of the Scientific Board to be elected by the Executive Committee of that body from representatives of the scientific sections or members-at-large."

1 1 1

### BY-LAW AMENDMENT 22-65

Introduced by: Walter F. Carpenter

Representing: 1965 Reference Committee No. 2

Subject: Payment of Dues

**Resolved:** That Chapter 2, Section 10, Paragraph (b) of the Bylaws of the California Medical Association be amended by deleting the language shown below in parentheses and by adding the language shown below in italics, so that the section shall read:

"By Failure to Pay Dues. If the Annual assessments of dues, payable to this Association or the American Medical Association by any member of this Association, are not paid in full on or before (April) *March* 1, of any year, such member shall automatically lose his membership in this Association as of (April) *March* 1 of such year. The Council of this Association, in its discretion, upon payment of such unpaid dues, and any other assessments of dues accruing thereafter, may at any time reinstate such member."

# ANNUAL REPORTS FOR 1965

## *Foreword*

PRESENTED BELOW are the official reports of the governing bodies of the California Medical Association. These cover, for the most part, the calendar year 1965 and may be supplemented by additional reports to be made before the House of Delegates to cover activities occurring in the early part of 1966.

These reports will be reproduced in the *Annual Reports Bulletin* which will be distributed to all members of the House of Delegates in advance of the 1966 meeting of that body. This bulletin will also contain a number of reports from officers, commissions, bureaus and committees of the Association, which as a body will portray the entire picture of CMA activities during the year. Copies of this bulletin will be available to individual members requesting them following the Annual Session.

This procedure has been adopted as a means of informing the entire membership of the overall activities of the Association, of providing members of the House of Delegates with detailed reports on a number of areas of interest and of allowing the many officers, commissions, bureaus and committees to bring their reports more up-to-date for the consideration of the House of Delegates.

### REPORT OF

### *The Council*

#### *To the President and the House of Delegates:*

The Council of the California Medical Association has the dual responsibility of managing the daily affairs of the organization and determining policies to be followed between annual meetings of the House of Delegates. The variety and volume of business coming before the Council from these activities requires a tremendous amount of planning and organization as well as relatively frequent meetings.

The Council has followed a program of 10 meetings annually. This program has been maintained during the calendar year 1965. Three meetings have been scheduled for the early 1966 months preceding the Annual Session.

Minutes of all Council meetings are published in CALIFORNIA MEDICINE in the earliest issue available following each meeting. Many details of Council considerations and actions are contained in these reports. Additional details are also available from the Association's office and staff. Each member should feel free to request any desired information.

The composition of the Council is geographical, numerically uniform and representative of all major fields of practice of California physicians.

Council meetings are arranged so that reports may be made by all standing commissions and committees and by special committees appointed for specific purposes. Representatives of various allied interests are invited to attend and to participate. Their thoughts, ideas and suggestions are brought forth and considered. Ample opportunity is afforded all members and guests to speak freely and in detail. Officers of county medical societies are invited to attend each Council meeting. Council society executive secretaries attend regularly.

Councilor attendance at meetings is usually 100 per cent with an absence noted occasionally for good cause.

This report will not go into detail on Council actions but will discuss briefly some of the major areas of interest and

activities which have engaged the Council during the past year.

1. *Actions of the 1965 House of Delegates.* The Council supervised the implementation of all resolutions adopted by the 1965 House of Delegates. Copies of all resolutions adopted and a report on the actions taken have been mailed in advance of the 1966 House of Delegates meeting to all members of the House. Wherever feasible, the author of each resolution has been contacted and the actions on his resolution made known to him. Where resolutions have been introduced in the name of a delegation, the chairman of the delegation and/or the major county society within that delegation area has been informed and has been requested to notify the appropriate author.

2. *Liaison With Other Organizations.* The Council has maintained liaison with other organizations and with departments of the State government which are involved in medical programs and/or specific segments of the population. Numerous organizations and state agencies are invited to send a representative to each Council meeting and to present any information on the activities of their respective departments or agencies which seem appropriate and which is of interest to the medical profession. Among these organizations are California Physicians' Service, the California Hospital Association and the medical schools within the state. Among the departments of State government invited to all Council meetings and in regular attendance are the State Department of Public Health, Department of Social Welfare, Department of Mental Hygiene, Department of Rehabilitation and Department of Employment. The Council has been honored by frequent representations from the immediate past president of the State Board of Medical Examiners, Doctor Donald Abbott, and recently the new president, Doctor Nicholas Oddo. Mr. Paul Ward, director of the Health and Welfare Agency of the State, and Mrs. Lois Bower, president of the Woman's Auxiliary to the California Medical Association, have also been frequent guests of the Council. The Council has been impressed with the interest shown by these representatives in working with the

medical profession. These contacts serve to generate a personal relationship which is most helpful when Association policies must be expressed to the administrative branch of the State government and to other professional organizations or civic bodies.

It was the Council's pleasure to honor Doctor Malcolm H. Merrill, Director of the State Department of Public Health upon his retirement from that position. Doctor Merrill worked closely with the Association for 22 years. The Council voted unanimously to recommend to this meeting of the House of Delegates that Doctor Merrill be made an honorary member of the Association.

At the December meeting of the Council, it was our pleasure to welcome the new Director of the State Department of Public Health, Doctor Lester Breslow. It is our feeling that the long-standing spirit of mutual cooperation between the Department and the Association will be continued under the guidance of Doctor Breslow. We look forward to a long period of close relationship in the implementation of the many programs affecting medicine and public health.

The California Hospital Association has regularly sent one of its officers to each meeting of the Council and officers of this Association in turn have been invited to attend the meetings of the Board of Trustees of the CHA. This close rapport between the two organizations is unique and is most beneficial. We look forward to a continuation of this valuable working relationship.

Until recently, Mr. John Pompelli, Field Representative for the Division of Field Services of the AMA, attended Council meetings on a regular basis and kept us informed of AMA activities. Mr. Pompelli has been transferred to the Washington office of the AMA. Jerry Gould has assumed the responsibilities for the AMA field service in California. We welcome Mr. Gould and know that he will continue to represent the AMA in fine fashion.

3. *Legislation.* From a medical standpoint the 1965 general and special legislative sessions were the most important in California history. Many of the bills which were passed and subsequently signed into law by the Governor will have a far-reaching impact on physicians. Assembly Bill 5, the Casey Bill, as it was finally passed in a special session of the Legislature, is California's implementation of Title XIX of Public Law 89-97, the Federal Medicare program. This new California law tends to place the medically indigent and the needy in the mainstream of medical care. It will eventually bring about a conversion of county hospitals into community hospitals. Planning sessions are now underway to assure that the valuable teaching and training programs in county hospitals will not be adversely affected.

Other important legislation passed this year is contained in the so-called Stiern Bills on medical discipline—(Senate Bills Nos. 400-405). This legislation gives increased latitude of action to the State Board of Medical Examiners and establishes five regional committees or sub-boards. These committees, containing majority representation from county medical societies, will review formal complaints brought against physicians. It was heartening to learn that the State Board of Medical Examiners has requested the State Personnel Board to establish a special category of medically directed inspectors or field men to work within the areas of complaints resulting from the new areas of Board responsibility. The Council, acting through its ad hoc committee on medical discipline, served as a coordinating body for the recommendations from county medical societies and medical schools in compiling a list of nominees for appointment to these regional committees.

A close relationship exists with the State Board of Medical Examiners and the Council is looking forward to sharing with the Board the responsibility for maintaining high standards of professional conduct.

Another new law introduces major changes in the Workmen's Compensation System. It revamps the entire structure of the Industrial Accident Commission, changes the basis upon which schedules of minimum allowances are developed and the method by which independent medical examiners are selected. Another change provides the injured workman a more liberal second choice of physician. The Council's ad hoc Committee on Workman's Compensation made numerous presentations to legislative committees and has continued, since passage of the law, to work with the current chairman and Medical Director of the Industrial Accident Commission in the creation of the Industrial Medical Advisory Committee authorized for the first time in California. This new law became effective January 15, 1966.

In cooperation with compensation carriers, employers and other interested parties, a directory will be prepared by CMA listing all physicians in the state who are qualified and willing to treat injured workmen. Each practicing physician will have an opportunity to indicate his desire to be included in such a directory early in 1966.

Other legislative considerations, such as compulsory PKU testing and the establishment of two renal dialysis centers, demonstrate the increasing interest of the State Legislature in the manner of the provision of medical services.

The Council maintains close contact with its Legislative Committee. Through it the Association has been represented at all important hearings. The Council has interpreted policies of the Association to be followed on specific issues. The quality of medical representation in Sacramento continues on a high level.

Reports on legislative activities are made to the Council regularly and are conveyed to all members through regular communications channels, including *CMA News*, *CALIFORNIA MEDICINE* and the publications of the Public Health League of California. Many county society bulletins also publish digests of legislative proceedings so that their members may be kept advised.

The Council is grateful to the Public Health League for its continuing invaluable service to the profession.

In December 1964 the Association opened its Sacramento office, jointly established with the Public Health League. This office is maintained on a year-around basis and assists in maintaining necessary contacts with state officials, legislative and administrative bodies and other entities. This office has already proved to be of major importance in assisting the officers and staff of the association.

On the national scene, your Council and officers have been much involved in Public Law 89-97 (Medicare) and Public Law 89-239 (Regional Programs on Heart Disease, Cancer and Stroke). The Council has established task forces on each of these new federal laws. The Task Force on P.L. 89-97 has been hard at work in informing physicians of California regarding the implications of this program. The Task Force, chaired by President Ralph C. Teall, has performed a yeoman task in working with CPS and other interested organizations, and in dealing with the difficult problems of certification of facilities, utilization review plans and prevailing, usual and customary fees.

The Council, by unanimous vote, requested California Physicians' Service to attempt to qualify and be designated as a carrier for Part B of Title XVIII of P.L. 89-97.

California is privileged to have a number of men serving



on advisory committees to the Social Security Administration, and also to have Roberta Fenlon, M.D., a member of the Council, serving on a temporary basis as a special medical consultant to Mr. Arthur Hess, Director, Bureau of Health Insurance of the Social Security Administration.

With respect to P.L. 89-239, the Council Task Force, chaired by the President-Elect, James C. MacLaggan, M.D., has been concerned with the effects of this law, a result of the DeBakey Commission report, on medical practices in California. The CMA is fortunate in having three representatives on a California Coordinating Council for Implementation of P.L. 89-239. This Council, composed of representatives of medical and hospital associations, medical schools, the State Health Department and other groups, is attempting to coordinate planning grant applications made possible by P.L. 89-239.

4. *Commission and Committee Activities.* All commissions and committees submit their own reports to the House of Delegates in the Annual Reports Bulletin. They also report to the Council regularly. The Council's actions based on these reports appear in the published Council minutes. The Commissions established by the Association are extremely busy and perform a valuable service to the Council and the entire Association in carrying out their respective assignments. Your Council cannot compliment too highly the many individual physicians serving on the Commissions and Committees of the Association for their contributions to medicine in California and nationally.

It is with great pride that the Council observes the evolving maturity of the Scientific Board. The Board is continuing to follow the concepts set forth in the "Wilbur Report" and is making giant strides toward strengthening and coordinating the scientific activities of the Association.

The Commission on Communications continues to make a most valuable contribution to the Association. Extreme demands have been placed on the Communications staff during this past year, and both the Commission and the staff have performed admirably under very demanding circumstances. Communications both within and outside the Association are of such vital importance that a well-rounded, seasoned yet imaginative department is vital to the continuing strength and stature of the Association.

The Council continues to view with pride the activities of the Bureau of Research and Planning. The Research Department functioning for the California Medical Education and Research Foundation as well as the Bureau of Research and Planning, works closely with all other committees and carries the responsibility for research activities of the Association.

The newly-formed Commission on Hospital Affairs has been deeply involved in continuing medical staff surveys and in voluntary health facility planning. The importance of both of these activities in the coming years cannot be over-emphasized.

The future of medicine in California and the role CMA should play in it, received attention and in-depth consideration by the Council at a special meeting in October. The attitudes developed at this special meeting could have far-reaching effects on CMA's future.

In keeping with the powers delegated to it by the House of Delegates and the Constitution and Bylaws of the Association, the Council evaluated the purposes and policies of CMA, its staff and financial structure, measuring those against the task medicine will face in the next several years. Each member of the House of Delegates has received a summary of the discussions held at that very important meeting. For the benefit of the membership as a whole, that summary is repeated here. Following are some of the observations, attitudes and actions of the Council:

#### A.—OBSERVATIONS

1. CMA has maintained a healthy *balance* between the activities of its physician-members (voluntary) and its executive staff (salaried).

2. CMA's *financial* reserves have fallen considerably below the commonly accepted yardstick of "one year's income." This has been due to increasing membership without the concomitant increases in financial reserves.

3. The *enormous impact* of recent and proposed medical care legislation, both Federal and State, will require much greater involvement on the part of CMA. This will almost certainly cause an increase in voluntary physician-committee activities and salaried staff to serve them.

4. *Administrative expenses* have decreased in the past five years when measured as a percentage of total expenditures. *Scientific, educational and membership services* have increased if the same yardstick is used.

5. The *staff* has achieved a high degree of efficiency as a result of *fluidity and flexibility* in the shifting of work assignments.

#### B.—ATTITUDES

Attitudes which represent a consensus of Council opinions:

1. There should be a more clearly defined organizational division of CMA to conduct liaison and advisory activities to governmental administrative agencies at all levels. CMA committees and staff should be augmented, as necessary, for this purpose.

2. Effective communications is a vital necessity. Some activities to promote improved communications might include:

a. Greater involvement of CMA delegates and alternates as channels of communications to the membership.

b. Research and evaluation of communication activities to increase their effectiveness.

c. Increased use of CMA field staff to work with component societies and other groups.

d. Coordination of communication activity with legislative and governmental relations efforts to strengthen medicine's influence in this field.

e. Possible expansion of CMA offices (which are now located in Sacramento, Los Angeles and San Francisco).

3. There should be a continuing review of CMA committee activities to avoid overlapping and duplication of functions. Some fluidity must be maintained because of rapidly changing developments on the state and national levels.

4. An increase in CMA dues will probably be required to support increased involvement in guiding governmental proposals in the medical care field, to increase communications efforts and to re-establish the level of financial reserves. An alternative to the latter might be a reduction in the dues allocation now given to AMA-ERF. The Finance Committee now plans to study these alternatives.

#### C.—SPECIFIC COUNCIL ACTIONS

1. After reviewing the 1958 Council action regarding the position of Executive Director, the Council reaffirmed its previous action and voted to continue the position with its designated staff responsibilities. (Mr. Howard Hassard continues to serve the Association as Executive Director.)

2. The Executive Director is to confer with CMA officers, management consultants and others for the purpose of presenting plans to the Council to implement many of the attitudes and observations outlined in the foregoing paragraphs.

3. Each CMA Councilor is encouraged to develop communications efforts in his own district—involving CMA delegates to the extent possible—particularly with reference to the implications of current national and state laws and proposed legislation.

The ability of medicine to guide government and the public toward decisions which are consistent with sound medical practices depends on strong medical leadership, supported by the informed advice and opinions of practicing physicians in every part of California. Your views and recommendations will be welcomed by each of the CMA Officers and your District Councilor.

The Council will present a supplemental report to the House of Delegates indicating actions taken pursuant to this special meeting.

*Conclusions:* The above digest represents only the high spots of the Council's concerns and activities during 1965.

Many additional items can be found in a review of the minutes of the 1965 meetings, but those presented are singled out as representative of some of the major areas of interest in the past year. The Council is deeply indebted to the President and President-Elect, both of whom have been more than willing to devote their time, efforts and talents to the complex responsibilities of representing the CMA before any number of private and public bodies. Both Doctor Ralph C. Teall and Doctor James C. MacLagan have been unstinting in their service and to each we all owe a debt of gratitude. The same applies to a number of Councilors, commission and committee members, AMA delegates and others who have given so freely of their time and talents in presenting the true picture of medical practice in California. Special thanks are also due our dedicated staff of loyal employees who must and do adjust to the demands of the moment. Without their devoted service, the work of the Association could not be accomplished.

The Council wishes to call your attention to the report of the Executive Secretary, especially the concluding paragraph.

Respectfully submitted,

CARL E. ANDERSON, M.D., *Chairman*

#### REPORT OF THE

### ***Committee for Emergency Action***

*To the House of Delegates:*

The Committee for Emergency Action was formed several years ago to provide a small body of responsible officers who could meet for decisive action at times when the Council of the California Medical Association was not in session. Such actions are subject to approval by the Council.

During the past year, the Committee has functioned in this capacity and has held several meetings and telephone conferences on matters requiring immediate action and not deferrable to the next Council meeting. Its decisions have always been referred to the Council at its next meeting and have consistently been approved by that body. A report of the Committee's activities is a regular part of the Council's agenda and is made a part of the Council minutes which are regularly published in CALIFORNIA MEDICINE.

This Committee is composed of the President, the President-Elect, the Speaker of the House of Delegates and the Council Chairman. It is my opinion that this Committee serves an essential purpose and is responsive to the wishes of the Council as its governing body.

Respectfully submitted,

RALPH C. TEALL, *Chairman*

#### REPORT OF

### ***Trustees of the California Medical Association***

*To the House of Delegates:*

Trustees of the California Medical Association is a non-profit corporation organized for the express purpose of holding excess funds of the California Medical Association. Its members are at all times the members of the Council of the Association.

The corporation holds an annual membership meeting at the time of the organization meeting of the Council, immediately following the adjournment of the House of Delegates, and meets on the call of the president when business must be transacted. Daily affairs are handled by the staff of the Association.

Principal holdings of the corporation at this time are Government bonds representing the investment of accumulated funds, the 693 Sutter building which houses the Association's offices and several trust funds for the benefit of employees and affiliates. These are listed on the financial report appearing on another page of this issue. Members are urged to review the financial report so that they may become familiar with the reserves behind the Association.

Respectfully submitted,

RALPH C. TEALL, *President*

#### REPORT OF THE

### ***Delegation to the AMA***

*To the President and the House of Delegates:*

Although the nature of the delegation's activities are generally known to many of the physicians of California, not too many of our members are fully aware of the considerable amount of planning and detail, as well as the number of meetings and special activities, which are held before, during, and after each of the two conventions which take place each year. This progress report will therefore describe briefly some of these elements, as well as some of the more tangible results of the delegation's work during the past year.

Before doing so, however, I should like to express my sincere appreciation and that of the delegation to Doctor J. Lafe Ludwig who has recently completed his term as Chairman of the delegation, and under whose aegis the delegation has been reorganized to function more effectively and efficiently in carrying out its duties and responsibilities on behalf of the California Medical Association.

Prior to each AMA convention the members of each of the standing committees of the delegation, of which there are six in number, confer to make plans for the duties they will assume while they are attending the conventions. The six committees are Rules, Resolutions, Hospitality, Candidates, Ace-Deuce, and Alternates. Each of these committees has a specific set of responsibilities and, at the various caucuses of the delegation which occur every day, the Chairman of each committee reports on matters and subjects of interest and on which decisions must be made by the delegation. Whether the decisions affect the rules under which the delegation operates, or the attitudes of the delegation with regard to resolutions submitted by other delegations, or how to argue for and urge the adoption of resolutions which arise out of actions of this House of Delegates or from county medical societies, or the assignments made to members in staffing the hospitality suite, or what arrangements are made to sponsor various candidates for vacancies on numerous AMA committees, or what assignments are made in developing and promoting relationships with smaller states or with delegates and alternate delegates of other delegations—are all matters which occupy the attention of the entire delegation. The six standing committees therefore perform a very active role in involvements of all types, and each member, whether an alternate or delegate, has specific responsibilities assigned to him, following which he reports to the members of his committee or to the entire delegation at the appropriate time.

An important activity of the entire delegation is that of meeting on the occasion of the CMA House of Delegates in order to discuss various matters in advance of the following AMA meeting. Another activity is to meet with the Council prior to attending each AMA convention. It is at this time that various policy positions are hammered out and courses of action are determined.

The delegation maintains a record of the various topic and reference committee preferences of each delegate and alternate so that, as resolutions are assigned to the AMA Reference Committees, interested and knowledgeable delegates may have an opportunity to participate in the Reference Committee hearings and to voice opinions and to support the actions of the California Delegation and of the CMA House of Delegates. A record is also maintained of the contacts between members of the CMA delegation and delegates from other states so that each member can perform his duties most effectively.

As previously indicated, the delegation caucuses at breakfast and again at lunch every day during the AMA convention; it meets as often as necessary at other times on immediate call of the Chairman whenever developments necessitate such meeting—and this is a very common occurrence. Following each AMA convention the Chairman of the delegation presents a report to the Council on the delegation's activities and the major happenings and actions at the AMA conventions. It is a distinct pleasure to report that the California delegation has, in the majority of instances, been successful in securing the adoption of resolutions it has submitted and has been instrumental in many situations in shaping AMA policy. Where the delegation has been unsuccessful on occasions, it has attempted to pursue its objectives at subsequent conventions or through contact with various Councils and Committees of the AMA in order to secure further consideration of its point of view.

It is important to note that there is no unit rule that binds the delegation to any one single opinion or to the selection or sponsorship of any single candidate regardless of the position which he seeks. All points of view are encouraged and each member of the delegation may voice his opinion based upon his judgment of the particular situation or the specific candidate.

To provide the delegates with some idea of the volume of problems and issues with which the CMA delegates had to concern themselves at the recent Clinical Convention of the AMA, I need only mention that there were 65 resolutions presented as well as 15 supplementary reports to the Board of Trustees and 17 supplementary reports of the Councils and Committees of the AMA. These, of course, were in addition to the annual reports published by the numerous councils and committees which had to be read and digested in advance of the convention. Some of the actions of the AMA House at the Clinical Convention which received considerable publicity and which should be mentioned for their importance are as follows: approval of the Board of Trustees' recommendation to increase AMA dues effective January 1, 1967, from \$45 to \$70. This matter will come up again at the annual convention and will be voted upon again at that time, inasmuch as the action will require a bylaw change which must lay over for one year. A number of resolutions dealt with P.L. 89-97 and matters such as constitutionality of the legislation, billing practices, and fees. The recommendations of the Gunderson Committee Report on the reorganization of the House of Delegates were reviewed and acted upon, with a considerable number not approved. One of those approved concerned itself with the size of the AMA House; when its membership reaches 250 delegates representation will be on the basis of 1/1,250 members rather than the present ratio of 1/1,000 members. At the present time the

size of the House is 236 in number. Several resolutions as well as a report of the Board of Trustees concerned themselves with the formation of a planning and development section, or with an institute to study the role of medicine in society. The Board of Trustees was authorized to set up a study committee which will report to the AMA House at the annual convention to be held in Chicago.

The foregoing represent just a handful of the actions taken, but are indicative of the wide scope of problems which present themselves for deliberation, discussion and action.

As newly elected Chairman it is my hope to improve communications between your delegation to the AMA with all physicians in component societies and to acquaint our House of Delegates with various problems facing your delegation. This closer liaison will enable us to serve you all the more effectively and to promote the points of view and the policy actions which this House espouses.

Respectfully submitted,

BURT L. DAVIS, *Chairman*

#### REPORT OF THE

### *Physicians' Benevolence Fund, Inc.*

#### *To the House of Delegates:*

Physicians' Benevolence Fund, Inc., continued its benevolent activities during 1965 in the same manner as in previous years. It continued making monthly contributions to Los Angeles County Physicians Aid and responded to calls for temporary assistance from physicians or their families throughout the state.

The fund received \$28,910 in income in the fiscal year ended June 30, 1965 and made expenditures of \$15,340 during that period. The excess of \$13,570 of income over expenditures went directly into reserves. Total assets now stand at \$179,022. Income was derived from \$21,181 contributed by the California Medical Association at the rate of \$1 from the dues of each active member, \$3,586 contributed by the Woman's Auxiliary and \$4,143 received in interest from investments and loans to affiliated organizations.

During the fall months the Operating Committee of the fund met to review both activities and policies. Without going into detail it is well to repeat here that contributions by the fund are based on immediate need and are not designed to constitute a retirement income program, that all appeals are investigated at the local level, that periodic reports on recipients are furnished and that all cases of real need are handled sympathetically and tactfully. The recipients generally are widows and children of physicians.

An Operating Committee composed of Clyde L. Boice, chairman, and Doctors Elizabeth Mason Hohl, Dudley M. Cobb, Jr., Alexander Fraser, Don C. Musser and George Wolf has been continually interested and active in guiding the policies of this fund and our thanks go to them for their dedicated services. There are no paid employees of the fund and the only operating expenses are the cost of an annual audit and the cost of an occasional meeting of the Operating Committee.

Thanks are also due the Woman's Auxiliary to the California Medical Association, which has continued its activities to raise funds for this activity and to make most generous contributions for its operations.

Respectfully submitted,

RALPH C. TEALL, *President*

*Executive Secretary**To the President and the House of Delegates:*

This report is made in behalf of the entire staff of the California Medical Association and will be concerning itself with the broad aspects of Association activities and status. Further details will be made available on request to the Reference Committee of the House of Delegates or to any member. The period covered by the report will be essentially the calendar year 1965.

1. *General.* The Association maintains its principal office and records at 693 Sutter Street, San Francisco, a building owned by the Trustees of the California Medical Association, an affiliated corporation whose members are at all times the members of the CMA Council. While several tenants are housed in the building, the Association occupies about three-quarters of all usable space. The need for additional space is pressing and we are now working with an architect in a space and realignment study for the entire building.

The Los Angeles office has one executive employee and one secretary. The Sacramento office, opened in 1964 as a joint effort with the Public Health League of California, has provided needed space to serve as headquarters for the Legislative Committee and legislative activities during legislative sessions and is available the year round for committee members and others whose assignments take them to the state capital. Members of other professional groups comprising the Public Health League of California also find the new office a convenience throughout the year.

Membership in the California Medical Association has continued to increase and each month sees a new high point in total membership. As pointed out in this report in each of the past several years, increased membership brings with it increased demands for service. Added services and projects mean added personnel and increased expense. Some limited new activities can be taken on by the present staff and facilities while others require additional office space, executive and clerical expense, and travel and meeting costs necessarily determined by the nature of the project undertaken.

2. *Personnel.* At the end of 1965 the Association had 60 full-time employees on the payroll, two more than a year earlier. Several changes were made during the year in work assignments and others are being contemplated to meet the needs of our expanded activities in the area of government relations and communications.

Each year a review is made of the entire payroll for clerical and secretarial employees and an adjustment made, if necessary, to bring salaries in line with leading employers. Today the Association is rated, for payroll levels, among the average of employers in the region and, in addition, presents to employees such fringe benefits as group life insurance, retirement annuity, and travel insurance which are considerably higher than average. These benefits are made available as a means of making employment attractive and decreasing employee turnover.

3. *Financial.* The handling of finances running into millions is a constant assignment to the staff and includes the management of the Association itself and four subsidiary organizations: Trustees of the California Medical Association, Physicians' Benevolence Fund, Inc., Six Ninety Three Sutter Publications, Inc. and California Medical Education and Research Foundation.

Annual financial reports of all these organizations appear on another page of this issue in the form of balance sheets

and operating statements for the fiscal years ended June 30, 1965. These figures are taken directly from the reports of John F. Forbes and Company, certified public accountants.

For the California Medical Association the annual report shows that a net gain of \$33,103 of income over expenditures was registered for the fiscal year, compared with a net gain of \$220,893 for the preceding fiscal year.

The report shows total income from members' dues of \$1,442,953, an increase of 2.55 per cent from dues income of \$1,407,017 for the preceding fiscal year.

Administrative expenses for the past year totaled \$523,395, an increase of 27.6 per cent over the \$410,145 recorded for the earlier year. Expenditures for scientific, educational and communications activities totaled \$898,468, or 14.2 per cent higher than the \$786,973 expended in the 1964 fiscal year. On a comparative basis, the costs were somewhat higher in 1965 than in the preceding year.

Decreased advertising revenues again marked the fiscal year for CALIFORNIA MEDICINE, which received \$186,135 from advertising compared with \$205,867 in 1963. Despite this, revenue did increase in 1965, 8.68 per cent above the 1964 level of \$171,273. Publishing costs continue to increase yearly. In 1964, these costs increased 5.7 per cent above the 1963 costs. In 1965, publication costs rose from the earlier year level of \$244,542 to \$267,685, an increase of 9.45 per cent. Net results, after the application of \$3 per active member as income to the journal, showed a net loss of \$11,513 compared with a net loss of \$5,700 a year earlier.

The financial report of Trustees of the California Medical Association, which is actually a holding company for accumulated net assets of the Association, shows that the year ended with a net gain of \$32,944 of income over expenditures, compared with a net gain of \$36,731 for the 1964 fiscal year. The headquarters building, owned by the Trustees, showed a net gain of \$15,728 for the year, against a net gain of \$19,440 a year earlier.

For the 1966-67 fiscal year the staff has been working with the Finance Committee of the Council in preparing a budget which will finance the projected activities of the Association. The proposed budget approved by the Finance Committee of the Council will be given to the Council for approval and then will go to the 1966 House of Delegates, which must give final approval. Several policy matters will be referred to the House for decision as well.

During the closing months of each calendar year, the Association has, for several years past, been forced to borrow funds to meet its obligations during the year-end and the early months of the next year. These borrowings, requiring interest payments, have been necessitated in great part by the custom of some component societies which collect CMA and AMA dues from their members and do not forward these dues to the CMA until just before the April 1 deadline date. This procedure forces a large volume of work on the CMA at one time and results in delayed recognition of their payments by the individual members. While there has been some improvement in this condition, certain component societies followed this practice again in 1965 and required the Association to resort again to bank borrowing. While the component societies may find that investing these funds for a short period of time may bring in some interest income, it is obvious that the overall financial situation of the CMA is being handicapped and that prompt forwarding of dues when collected will do much to insure an orderly and prompt handling of membership details and will save the Association the necessity of paying interest on borrowed funds and eliminate peak work loads.

4. *Membership.* On September 1, 1965, the date on which an official membership count is taken for purposes of representation in the House of Delegates, the Association showed 21,358 active members, a gain of 564 over the total recorded a year earlier. Membership gains were reported by 34 component societies, while three showed a membership loss and three showed no change. The sizable gains were a result of the transfer of former members of the Forty First Society as well as new members.

On the basis of active memberships all Councilor Districts will retain their present representation on the Council, except District III, which is now entitled to two additional Councilors, one with an initial term of three years and the other with an initial term of one year.

The active membership of all component societies as of September 1, 1965, and the same date a year earlier is shown in the following table:

**Active Membership in the CMA by Component Societies**

<i>Societies</i>	<i>Sept. 1, 1965</i>	<i>Sept. 1, 1964</i>
Alameda-Contra Costa .....	1,752	1,653
Butte-Glenn .....	106	96
Forty First .....	225	1,867
Fresno .....	371	324
Humboldt-Del Norte .....	93	87
Imperial .....	48	46
Inyo-Mono .....	15	11
Kern .....	258	255
Kings .....	37	34
Lassen-Plumas-Modoc-Sierra .....	24	27
Los Angeles .....	8,695	7,478
Marin .....	242	234
Mendocino-Lake .....	60	60
Merced .....	72	62
Monterey .....	210	198
Napa .....	88	84
Orange .....	1,072	854
Placer-Nevada .....	89	70
Riverside .....	324	292
Sacramento .....	540	520
San Benito .....	9	9
San Bernardino .....	442	388
San Diego .....	1,165	1,051
San Francisco .....	1,819	1,806
San Joaquin .....	270	237
San Luis Obispo .....	92	87
San Mateo .....	579	564
Santa Barbara .....	323	303
Santa Clara .....	1,145	1,035
Santa Cruz .....	128	124
Shasta-Trinity .....	77	78
Siskiyou .....	25	23
Solano .....	89	73
Sonoma .....	205	191
Stanislaus .....	183	169
Tehama .....	17	17
Tulare .....	122	110
Ventura .....	215	159
Yolo .....	61	57
Yuba-Sutter-Colusa .....	71	61
<b>TOTAL .....</b>	<b>21,358</b>	<b>20,794</b>

5. *CALIFORNIA MEDICINE.* The journal continued its program of improved quality during 1965 and remains as one of the preeminent state medical journals in the country. A better grade of paper for improved portrayal of illustrations and x-rays and a new type face for the editorial pages for improved readability have increased costs, while at the same time, improving the readability and overall quality of the journal.

Financially the journal went backward somewhat in the fiscal year ended June 30, 1965. Its total income increased from \$171,273 to \$186,135, an increase of 8.68 per cent. In the same period the cost of production rose 9.46 per cent. Net result for the year showed an excess of expense over income of \$11,513 after taking into account the sum of \$3 per dues-paying active member as income. For the preceding fiscal year the net loss on this basis was \$5,700.

The decline in advertising income resulted from curtailment by many pharmaceutical producers of their journal advertising, a trend which has held for several years. Present requirements of the U.S. Food and Drug Administration are held accountable for this trend and are continuing to hold many former advertisers out of the market. Prospects for 1966 are more promising but it is still too early to make any firm predictions.

The Advertising Manager for CALIFORNIA MEDICINE now represents the medical associations of the eleven western states and their respective journals. This pooled approach to advertising sales promises to contribute either to the revenues of all represented journals or to a reduction in costs.

6. *Annual Session.* Plans are well under way at the close of 1965 for the 1966 Annual Session. This will be held in Los Angeles, which housed the 1964 meeting. The usual problems of space and arrangement of meetings to make efficient use of available rooms prevail again but will be worked out in the best possible fashion before the start of the meeting. Annual meeting arrangements require the combined and cooperative efforts of the staff, the scientific sections and officers and the Woman's Auxiliary. All, fortunately, give their complete cooperation in the effort to produce as fine a meeting as possible with the material and space available. Advance appearances for 1966 indicate that a highly successful and efficient operation will be produced and that members may count upon the full attention of the staff in seeing to their comfort and convenience.

For the scientific program, the Scientific Board has assured the Council that an even more outstanding program will be presented, complete with scientific exhibits, medical motion pictures, closed circuit television and technical exhibits. The interest of specialty organizations is becoming evident in annual session planning and the coming meeting gives assurance that many topics heretofore presented only to specialty groups will be presented at a large CMA meeting. Both general and specialized topics will be available to the anticipated large registration.

Your attention is called to the numerous conferences scheduled throughout the meeting. We hope that this type of program addition and planning will supplement the scientific program with a resultant overall increase in physician attendance.

7. *Conclusion.* As 1965 closes it is well to remind the membership again that the CMA staff is here to be of service. Ideally the staff must be of a size which can assimilate new activities and programs and handle them with skill. At the same time, there is no room for an inefficient organization set up to handle peak loads of activity and remain virtually unemployed during slack periods. Your staff today appears to be of a size where new programs cannot be undertaken without personnel additions. Flexibility is and will be maintained and is today apparent in the staff organization.

In return, the thanks of the staff are extended to the officers, members of the Council and the numerous commission and committee chairmen and members who devote their own time and talents to the many problems facing a large organization. Without the devotion of these many members to their assignments and responsibilities the work of the California Medical Association could not go forward so smoothly. The staff as a whole is deeply appreciative of the leadership provided by these officials.

John Hunton, deeply respected friend of physicians throughout the United States, died December 2 at his home in San Francisco from a massive coronary attack.

The above report was prepared by Mr. Hunton and is presented to the membership in original form.

On October 1, 1965, John Hunton completed 25 years of service to medicine as the Association's Executive Secretary. At its October 30th meeting, the Council was privileged to honor him for his many contributions and outstanding leadership.

The CMA has been honored by his service and contributions.

Respectfully submitted,  
HOWARD HASSARD, *Executive Director*  
MATTHEW N. HOSMER, *Secretary*

#### REPORT OF

### *California Physicians' Service*

*To the President and the House of Delegates:*

**Membership.** As of December 1, 1965, the membership of California Physicians' Service-Blue Shield totaled 1,151,005 persons, representing a net gain of 28,000 persons over the corresponding date in 1964. Physician Membership on December 1, 1965, was 17,381, an increase of 597 for the 12-month period.

**Financial.** Based on actual experience for the first 11 months, plus estimated figures for December, CPS operating income for the calendar year 1965 from CPS commercial and government programs was approximately \$110,000,000. Operating income from the commercial programs totaled more than \$72,000,000 while \$38 million was handled under the government-financed programs which CPS serves as fiscal administrator.

Disbursements for medical and hospital services under the CPS commercial plans and the government programs totaled more than \$103 million during 1965, an increase of some \$13 million over 1964.

On December 1, 1965 the stabilization reserve fund stood at approximately \$18,700,000. This figure is equivalent to about three months' claims costs, and therefore conforms to the reserve formula recommended by the National Association of Insurance Commissioners for Blue Shield and Blue Cross plans.

**Research and Experimentation.** The experimental work with payment of "usual, customary, and reasonable" fees, begun by CPS in 1959, which culminated in offering "usual fee" programs in the statewide group market during 1964-1965, has been providential in view of the enactment of the Social Security Medicare legislation (PL 89-97) which embodies the principle of payment for professional services on the basis of "reasonable" charges. The experience, statistical guides, and county society liaison relating to the payment of usual, customary, and reasonable fees which CPS has accumulated and developed during the past seven years should place both California medicine and CPS in a favorable position with respect to Medicare coverage. Whether or not CPS is designated as a Medicare carrier, it has already provided CMA with valuable assistance in planning for Medicare, and will be able to assist further in the future.

Past experimentation with benefits for psychiatric care has also proven useful in view of the new out-patient psychiatric benefits to be provided through CPS-Blue Shield to members of the United Auto Workers union in California. Although this union has previously provided some inpatient psychiatric coverage for its members through contracts negotiated with management, the outpatient benefits are a new step and will involve about 25,000 employees, plus some 50,000 dependents in California.

The value of research and experimentation has been demonstrated repeatedly and effectively. CPS-Blue Shield continues, as it has in the past, to push its research and field testing along a broad front, including the areas of progressive patient hospital care, home nursing, outpatient consultative care, infant coverage, and others indicated by new developments in the patterns of medical practice. Frequently such efforts are long-term but their ultimate value can be suggested by a quote from a recent letter to CPS from the Executive Editor of *Medical Economics*: "I am impressed with how far ahead you are compared with the rest of the country."

**Fee Schedules.** The progressive updating and upgrading of fee schedules has resulted in an almost complete redistribution of the membership, with respect to applicable fee schedules, during the past few years. Ten years ago only the "A" and "B" schedules, which have now disappeared almost entirely, were available. Ninety-eight per cent of the membership held the "A" schedule, with its composite unit value of \$2.92, and the balance of 2 per cent held the "B" schedule, with its composite unit value of \$3.67. In 1959 when the first schedule based on the California Medical Association Relative Value Studies became available to CPS, a progressive program of fee schedule upgrading was established. Early in 1966, approximately 90 per cent of the CPS membership will hold programs including fee schedules with RVS unit values of \$5 or more. Due to the long time period during which CPS had no new schedules to effect an orderly transition to higher fees, the redistribution of fee schedules has not been accomplished without pain. Resistance to the higher costs required to support higher fee schedules has resulted in sales resistance and also in excessively high cancellation, both of which seriously hampered the numerical growth of the membership. Nevertheless, the updating policy was followed persistently on the valid premise that economically obsolete fee schedules, while they can be sold at lower rates, clearly are contrary to the facts of the economy and are, in fact, inequitable to the consumers as well as the providers of medical services. It is gratifying to report that at the present time the best informed buyers of health coverages increasingly agree with this view. Further, the activities in the past have now placed CPS in a position where it should not find itself again in a situation where a sizable portion of the membership is enrolled under programs with fee schedules which have fallen out of date.

The CPS Extended Service Program, combining the "usual fee" and fee schedule concepts, will get its biggest and most important test beginning January 1, 1966. On that date the Extended Service Program will become effective under a joint Blue Shield-Blue Cross program for employees of the State of California. Approximately 86,000 persons, including employees and dependents, will be covered under this new joint plan which has been established to replace CPS programs previously available to State employees. The Extended Service Program is designed to pay "usual, customary, and reasonable" fees to CPS Physician Members for covered services rendered to employees whose family income is \$7,500 annually or more. Payments for employees whose family income is \$7,500 or less, will be based on the 1964 RVS with a unit value of \$5.00 (CPS Schedule 4D). Payments to non-member physicians, regardless of the employee's income, will be based upon Schedule 4D.

**Public Assistance Medical Care and MAA Programs.** According to preliminary year-end figures, Public Assistance Medical Care and Medical Assistance for the Aged Programs administered by CPS disbursed \$31,800,000 in 1965 for medical care, a rise of 29 per cent over 1964. Of

the total, more than \$14 million was disbursed under MAA, the balance representing payments made under the PAMC outpatient program. These programs will be phased out beginning March 1, 1966 with the implementation of the new "Casey Bill" (AB 5).

*Casey Bill (AB 5) and "Medicare" (PL 89-97).* Assembly Bill 5, known as the "Casey Bill" after its author, Assemblyman Jack T. Casey of Bakersfield, was enacted during the 1965 special session of the California Legislature and signed in November 1965 by Governor Brown. It is now a State statute and beginning in March will be the basis for all State-financed medical programs for those eligible for State aid. The Federal Social Security "Medicare" program enacted by the Congress during 1965 also will soon go into effect, with benefit payments scheduled for July 1966.

The new State and Federal legislation presents a great opportunity, and a great challenge, to CPS and other qualified medical service plans and to their professional and hospital sponsors as well. Both the opportunity and the challenge of the legislation lie in the implicit presumption that private professional and administrative enterprise can achieve the objectives of providing the highest quality of medical services at a cost consistent with the best interests of all concerned—including those of the taxpayers.

It is understood that both the "Casey Bill" and the Social Security "Medicare" program will provide for payment of professional services on the basis of "usual, customary and reasonable" charges. This is a most important forward step in government financed programs.

CPS again is fortunate in having behind it the experience provided by the Santa Barbara County prepaid welfare recipient medical program, as well as considerable experience with "usual and customary" fee plans. This background will prove invaluable if CPS is selected to serve the programs established under AB 5 and PL 89-97.

*Military Dependents Program.* During the calendar year 1965, 75,000 claims for medical services rendered military dependents were processed by California Physicians' Service. Payment in the amount of \$5,618,590 was made to physicians.

Although the number of claims received during 1965 was less than that of 1964, the claims received increased during the last quarter. This was due to the increase of military strength in Vietnam. Dependents of service personnel who are sent overseas have a choice of military or civilian medical care without the approval of a military base, and the use of civilian medical facilities by these dependents increased.

California continues to process in excess of 20 per cent of all claims under this program in the United States.

*California Physicians' Insurance Corporation.* CPIC, the indemnity insurance company of which CPS owns all outstanding stock, attained a gross annualized premium income of \$5,460,300, as of September 30, 1965, up from \$3,400,000 as of September 30, 1964. Marketing only group indemnity surgical-medical-hospital coverages, group major medical benefits, and group life policies, CPIC's admitted assets on September 30, 1965 totaled \$2,010,137, as compared with assets of \$1,724,505 on September 30, 1964. These figures are exclusive of furniture, fixtures and reserves for depreciation.

*National Blue Shield.* Programs embodying the usual fee concept recently have assumed greater importance at national level as well as locally. During 1964, responding to market demands for broad professional benefits at predictable costs, National Association of Blue Shield Plans developed a form of "usual and customary fee plan," which was titled the Prevailing Fees Program.

This new program, the subject of intense study and development for more than a year, had gone into effect in five states and was approved for use in about two dozen others before the end of 1965. The Council of the CMA accepted a recommendation of the CMA Liaison Committee to CPS for the CMA Committee on Fees and the Bureau of Research and Planning to cooperate with CPS in pilot studies to determine the feasibility of such programs here in California. At year's end, preparations for these pilot studies were under way.

Accounts written on a national basis make up an important segment of CPS membership, and include such groups as the Federal Employees program and the various United Auto Workers groups. The UAW groups and the Federal Employees plan as well include professional benefits based on the Relative Value Studies at a \$5 unit value. National Blue Shield is currently negotiating with the United States Steel and its unions for a program which would be a "usual fee" plan here in California.

Respectfully submitted,

WILLIAM H. THOMPSON, M.D.  
*President and Chairman of the Board  
California Physicians' Service*

#### REPORT OF THE

#### *Finance Committee*

*To the President and the House of Delegates:*

The Finance Committee presents at this time the complete financial reports of the California Medical Association and its affiliated organizations, all for the fiscal year ended June 30, 1965. These are taken directly from the audits made by John F. Forbes and Company, certified public accountants, and appear on another page in this issue of the *Journal*.

During the year this Committee has various obligations, including the preparation of an annual budget and the consideration of methods to be used in raising funds for projects which have not been foreseen during the budget preparation period or which are approved by the Council for action.

Committee meetings are held as frequently as needed, so that each item presented by the Council is acted upon promptly. Meetings on the 1966-67 budget have been held since October and will continue until a budget is agreed upon for referral to the Council and the House of Delegates.

Respectfully submitted,

HAROLD KAY, *Chairman*

ASSETS	
CASH .....	\$ 92,562
CERTIFICATE OF DEPOSIT—CROCKER-CITIZENS NATIONAL BANK .....	800,000
ACCOUNTS RECEIVABLE, NET .....	79,485
NOTES RECEIVABLE—CENTRAL CALIFORNIA BLOOD BANK .....	\$ 84,500
Less reserve .....	84,500
NOTE RECEIVABLE—TRUSTEES OF THE CALIFORNIA MEDICAL ASSOCIATION....	30,000
FURNITURE AND FIXTURES (at nominal value) .....	1
ACCRUED INTEREST .....	6,050
PREPAID EXPENSE AND DEFERRED CHARGES:	
Insurance .....	\$ 1,590
Retirement program premium .....	16,431
Deposits .....	1,440
Other .....	2,532
	21,993
<b>TOTAL .....</b>	<b>\$1,030,091</b>

**CALIFORNIA  
MEDICAL  
ASSOCIATION**  
(A Nonprofit Organization)

Balance Sheet  
June 30, 1965

EXHIBIT A

LIABILITIES	
ACCOUNTS PAYABLE:	
American Medical Education Foundation .....	\$203,655
Other .....	130,775
	\$ 334,430
LOAN PAYABLE—PHYSICIANS' BENEVOLENCE FUND, INC. ....	70,000
DEFERRED INCOME:	
Dues and subscriptions applicable to the period	
July 1 to December 31, 1965 .....	\$654,579
Other .....	1,101
	655,680
EXCESS OF LIABILITIES OVER ASSETS (DEFICIT) (Exhibit B) .....	(30,019)
<b>TOTAL .....</b>	<b>\$1,030,091</b>

See notes to financial statements

	YEAR ENDED JUNE 30	
	1965	1964
INCOME:		
Dues and general:		
Membership dues less portion allocated		
to "CALIFORNIA MEDICINE" subscription .....	\$1,442,953	\$1,407,017
Fee for collection of American Medical		
Association dues .....	9,347	9,111
Interest earned .....	13,541	7,290
Other .....	638	293
<b>Total .....</b>	<b>\$1,466,479</b>	<b>\$1,423,711</b>
Official journal "CALIFORNIA MEDICINE":		
Advertising .....	\$ 186,135	\$ 171,273
Nonmember subscriptions .....	2,793	2,472
Reprints, net .....	1,945	1,215
<b>Total .....</b>	<b>\$ 190,873</b>	<b>\$ 174,960</b>
Less expenditures .....	267,685	244,542
<b>Net (cost) .....</b>	<b>\$ (76,812)</b>	<b>\$ (69,582)</b>
Allocated portion of members' dues .....	65,299	63,882
<b>Net excess (deficiency) after allocation .....</b>	<b>\$ (11,513)</b>	<b>\$ (5,700)</b>
<b>TOTAL .....</b>	<b>\$1,454,966</b>	<b>\$1,418,011</b>
EXPENSES:		
Administration .....	\$ 523,395	\$ 410,145
Scientific, educational, and communications .....	898,468	786,973
<b>TOTAL .....</b>	<b>\$1,421,863</b>	<b>\$1,197,118</b>
EXCESS OF INCOME OVER EXPENSES FOR THE YEAR .....	\$ 33,103	\$ 220,893
OTHER CREDITS (CHARGES):		
Reduction in reserves on account of payment on loans	\$ 8,000	\$ 5,500
Expenses applicable to prior years .....		(4,997)
<b>TOTAL .....</b>	<b>\$ 8,000</b>	<b>\$ 503</b>
EXCESS OF ASSETS OVER LIABILITIES:		
Increase for the year .....	\$ 41,103	\$ 221,396
At beginning of year (deficit) .....	(71,122)	(292,518)
<b>AT END OF YEAR (Note 2) (deficit) .....</b>	<b>\$ (30,019)</b>	<b>\$ (71,122)</b>

See notes to financial statements

Statement of Income  
and Expenses  
for the  
Years Ended  
June 30, 1965 and 1964

EXHIBIT B



**CALIFORNIA  
MEDICAL  
ASSOCIATION**

**Statement of  
Administration Expenses  
for the  
Years Ended  
June 30, 1965 and 1964  
EXHIBIT B—SCHEDULE 1**

	YEAR ENDED JUNE 30	
	1965	1964
<b>SALARIES (see note) :</b>		
Executive .....	\$ 56,998	\$ 56,175
Other .....	78,233	69,174
Total .....	<u>\$135,231</u>	<u>\$125,349</u>
<b>OFFICE:</b>		
Rent .....	\$ 17,692	\$ 16,012
Supplies .....	24,587	18,305
Equipment purchases and maintenance .....	7,560	6,703
Telephone and telegraph .....	16,139	13,262
Postage .....	5,621	2,600
Professional fees (other than legal) .....	3,130	5,130
Los Angeles office (other than salaries) .....	4,451	3,852
Sundry .....	4,517	3,946
Total .....	<u>\$ 83,697</u>	<u>\$ 69,810</u>
Less services charged to other accounts (including billings to others of \$14,916 and \$12,989) .....	\$ 39,984	\$ 38,233
Net .....	<u>\$ 43,713</u>	<u>\$ 31,577</u>
<b>LEGAL .....</b>	<b>\$ 40,728</b>	<b>\$ 36,529</b>
<b>MEETINGS:</b>		
Annual session .....	\$ 51,016	\$ 39,344
American Medical Association .....	65,693	26,811
Student-American Medical Association .....	5,414	4,797
Council .....	11,152	11,030
Medical Society executives .....	7,829	8,795
County officers' conference .....	8,139	7,890
Total .....	<u>\$149,243</u>	<u>\$ 98,667</u>
Less annual session exhibitors' fees .....	39,245	40,260
Net .....	<u>\$109,998</u>	<u>\$ 58,407</u>
<b>TRAVEL:</b>		
Council .....	\$ 30,047	\$ 25,639
Officers .....	25,575	16,954
Administrative .....	16,002	13,889
Total .....	<u>\$ 71,624</u>	<u>\$ 56,482</u>
<b>GROUP INSURANCE AND RETIREMENT PROGRAM:</b>		
Retirement Program—Current service .....	\$ 27,543	\$ 23,577
Retirement Program—Past service .....	6,313	.....
Group Life Insurance .....	9,842	8,549
California Physicians' Service .....	15,527	14,328
Total .....	<u>\$ 59,225</u>	<u>\$ 46,454</u>
<b>OTHER:</b>		
The Woman's Auxiliary .....	\$ 7,971	\$ 7,772
Physicians' Placement Service .....	21,450	16,908
Payroll taxes .....	19,438	16,695
Personal property taxes .....	2,566	2,140
Dues and subscriptions .....	6,239	4,790
Insurance .....	3,682	4,008
Interest .....	1,050	2,554
Sundry .....	480	480
Total .....	<u>\$ 62,876</u>	<u>\$ 55,347</u>
<b>TOTAL .....</b>	<b><u>\$523,395</u></b>	<b><u>\$410,145</u></b>

NOTE: The total payroll for years ended June 30 was \$497,609 for 1965 and \$444,935 for 1964, of which \$362,378 and \$319,586, respectively, are included in other expense classifications or were charged to other organizations.

YEAR ENDED JUNE 30

SCIENTIFIC, EDUCATIONAL, AND COMMUNICATIONS:	1965	1964
Medical services .....	\$ 42,203	\$ 30,596
Public agencies (Note 1) .....	39,103	27,172
Community health services .....	60,591	52,158
Bureau on communications .....	213,844	183,743
Scientific board .....	62,217	60,936
Medical education (Note 2) .....	18,696	18,628
Cancer committee .....	10,144	17,060
Professional welfare .....	30,015	28,212
Bureau of research and planning .....	76,753	75,127
Committee on legislation .....	77,828	48,243
Special committees of the council .....	33,848	17,288
Contributions:		
American Medical Education Foundation .....	201,000	195,958
Physicians' Benevolence Fund, Inc. ....	21,181	20,682
California League for Nursing .....	3,000	3,000
California Commission for the Accreditation of Nursing Homes and Related Facilities .....	2,750	3,000
Medical Libraries .....	5,295	5,170
TOTAL .....	<u>\$898,468</u>	<u>\$786,973</u>

OFFICIAL JOURNAL "CALIFORNIA MEDICINE":

Printing .....	\$176,127	\$160,010
Salaries .....	41,257	37,890
Advertising sales expenses:		
Salary .....	16,508	15,550
Travel .....	8,532	6,841
Sundry .....	1,281	2,581
Rent .....	3,516	3,516
Telephone and telegraph .....	3,729	3,475
Postage and mailing .....	10,480	9,800
Addressograph and supplies .....	2,675	2,430
Illustrations .....	2,852	2,916
Editorial .....	2,325	600
Discounts .....	3,271	2,896
Bad debts .....		1,025
Sundry .....	2,332	1,612
Total .....	<u>\$274,885</u>	<u>\$251,142</u>
Less representation fee .....	7,200	6,600
NET .....	<u>\$267,685</u>	<u>\$244,542</u>

NOTE 1: In 1965, the amount shown is after State participation of \$4,015.

NOTE 2: Medical education expenses are reflected net of the following credits:

	1965	1964
Postgraduate fees .....	\$14,553	\$16,827
Special grants applied .....	3,027	6,234
TOTAL .....	<u>\$17,580</u>	<u>\$23,061</u>

NOTE 1: The California Medical Association, in addition to the Group Pension Program effective January 1, 1961, has made provision for a Past Service Pension for certain full time employees. The unpaid balance due on the single premium required to fund this Past Service Pension at June 30, 1965, aggregated \$23,097. This amount, to be paid out of future operations, has not been set up as a liability on the books of the Association at June 30, 1965, and is not reflected in the accompanying financial statements.

NOTE 2: The California Medical Association is one of the defendants in an action in the San Francisco Superior Court in which damages of \$6,200,000 are sought. In the opinion of Counsel, the liability to the California Medical Association will consist only of the costs of defense, which are not presently ascertainable.

NOTE 3: The California Medical Association has agreed to indemnify the California Physicians' Service for losses incurred in the payment of benefits under the MD-Plan 65 Contract (1959) in excess of 90 per cent of the dues income collected. According to information furnished by the California Physicians' Service it is not expected that any liability will accrue to California Medical Association.

NOTE 4: The California Medical Association and the California Osteopathic Association have jointly agreed that the California College of Medicine (formerly College of Osteopathic Physicians and Surgeons) shall receive funds of at least \$225,000 per year for a period of four years from 1962. It is the opinion of the management, that the California Medical Association will not be called upon for any funds in addition to those already provided.

Statement of  
Expenses other than  
Administrative  
for the  
Years Ended  
June 30, 1965 and 1964

EXHIBIT B—SCHEDULE 2

Notes to  
Financial Statements  
June 30, 1965

**TRUSTEES OF THE  
CALIFORNIA MEDICAL  
ASSOCIATION**

(A Nonprofit Organization)

**Balance Sheet  
June 30, 1965**

**EXHIBIT A**

**ASSETS**

CASH .....		\$ 29,521
UNITED STATES TREASURY BONDS, AT MATURITY VALUE (market value, \$1,021,331) (Note 4) .....		1,121,000
NOTE AND ACCOUNT RECEIVABLE .....		2,633
ACCRUED INTEREST ON BONDS .....		1,536
INVESTMENTS, AT COST:		
Pacific Magnetic Tape Equipment Co. (Note 1) .....	\$ 9,000	
Six Ninety Three Sutter Publications, Inc. ....	1,000	10,000
PROPERTY, AT COST (subject to mortgage) :		
Land .....	\$ 87,400	
Building and improvements .....	295,938	
Total .....	\$383,338	
Less accumulated depreciation .....	59,749	
Net depreciated value .....		323,589
EQUIPMENT, AT NOMINAL VALUE .....		1
CASH SURRENDER VALUE OF LIFE INSURANCE POLICY .....		30,780
PREPAID INSURANCE .....		375
REAL ESTATE TAXES APPLICABLE TO SUBSEQUENT YEAR (contra) .....		10,500
TOTAL .....		<u>\$1,529,935</u>

**LIABILITIES**

CALIFORNIA MEDICAL ASSOCIATION:		
Note payable .....	\$ 30,000	
Account payable .....	2,507	\$ 32,507
MORTGAGE PAYABLE .....		63,728
OTHER ACCOUNTS PAYABLE AND ACCRUED INTEREST .....		246
ACCRUED REAL ESTATE TAXES (contra) .....		10,500
TRUST FUNDS .....		97,741
DEFERRED COMPENSATION PAYABLE .....		10,500
EXCESS OF ASSETS OVER LIABILITIES:		
Contributed .....	\$883,193	
Excess of income over expenses (Exhibit B) .....	431,520	1,314,713
TOTAL .....		<u>\$1,529,935</u>

See notes to financial statements

**Statement of Income  
and Expenses  
for the Year Ended  
June 30, 1965**

**EXHIBIT B**

INCOME:		
Excess of property income over expenses (Schedule 1) .....		\$ 15,728
Other:		
Interest on United States Treasury bonds and bills .....	\$28,772	
Dividend (Pacific Magnetic Tape Equipment Co.) .....	900	
Miscellaneous .....	53	29,725
Total income .....		\$ 45,453
EXPENSES (other than property) :		
Fees .....	\$ 1,961	
Insurance .....	197	
Total expenses .....		2,158
Remainder .....		\$ 43,295
OTHER CHARGES:		
Net premium on life and retirement insurance policy .....	\$ 4,351	
Provision for the retirement or other benefit of an employee of an affiliated organization .....	3,000	
Provision for deferred compensation .....	3,000	10,351
EXCESS OF INCOME OVER EXPENSES:		
Current year .....		\$ 32,944
Beginning of year .....		398,576
END OF YEAR .....		<u>\$431,520</u>

See notes to financial statements

**INCOME FROM RENTALS:**

California Medical Association .....	\$52,332
Others .....	19,226
<b>TOTAL .....</b>	<b>\$71,558</b>

**TRUSTEES OF THE  
CALIFORNIA MEDICAL  
ASSOCIATION**

**EXPENSES:**

Utilities .....	\$ 4,838
Janitor service and maintenance .....	15,012
Repairs—Plumbing, electric, etc. ....	4,097
Alterations .....	3,645
Insurance .....	854
Elevator inspection and service .....	1,376
Supplies .....	694
Sundry .....	221
<b>Total .....</b>	<b>\$30,737</b>
Taxes .....	10,172
Interest on mortgage .....	2,873
Interest on borrowed money for purchase of property and making improvements thereon .....	1,980
<b>Total before depreciation .....</b>	<b>\$45,762</b>
Depreciation .....	10,068
<b>TOTAL .....</b>	<b>55,830</b>
<b>EXCESS OF PROPERTY INCOME OVER EXPENSES .....</b>	<b>\$15,728</b>

**Statement of  
Property Income  
and Expenses  
for the Year Ended  
June 30, 1965**

**EXHIBIT B—SCHEDULE 1**

**NOTE 1:** The Trustees of the California Medical Association, as a nonprofit corporation, owns all of the outstanding stock of the Pacific Magnetic Tape Equipment Co., which was formed for the purpose of merchandising magnetic tape equipment as an adjunct to the activities of the Audio-Digest Foundation, a wholly-owned subsidiary of the California Medical Association. An unaudited financial statement of the Pacific Magnetic Tape Equipment Co., as of June 27, 1965, reflects a net worth of \$22,898 at that date, which is not shown on the books of the Trustees.

**Notes to  
Financial Statements  
June 30, 1965**

**NOTE 2:** The portion of the Trust Funds applicable to the retirement or similar benefit to Mr. and Mrs. Ben H. Read, amounting to \$51,000 at June 30, 1965, has not been segregated from other assets of the corporation as directed by Chapter XVII of the bylaws of the corporation which states: "... All assets of this fund shall be held separate and apart from all other assets and property of the corporation ..."

**NOTE 3:** The Trustees of the California Medical Association is guarantor to the Crocker-Citizens National Bank for loans to a maximum amount of \$46,000 for the California Commission for Accreditation of Nursing Homes and Related Facilities. Loans outstanding under this guaranty at June 30, 1965 were reported to aggregate \$46,000.

**NOTE 4:** The United States Treasury bonds, kept in a custodian account with the Crocker-Citizens National Bank, are pledged to that bank for loans when and if needed, and for loans for which the Trustees are guarantor. There were no direct loans payable at June 30, 1965.

**PHYSICIANS'**  
**BENEVOLENCE FUND, INC.**  
(A Nonprofit Organization)

**Statement of Assets**  
**June 30, 1965**

**EXHIBIT A**

<b>ASSETS</b>	
CASH—CROCKER-CITIZENS NATIONAL BANK .....	\$ 9,007
<b>INVESTMENTS:</b>	
U.S. Treasury 2½ % bonds at maturity values:	
Due December 15, 1969 .....	\$10,000
Due December 15, 1972 .....	34,000
Total investments (market value, \$40,234) .....	44,000
NOTE RECEIVABLE SECURED BY DEED OF TRUST—LOS ANGELES COUNTY PHYSICIANS AID ASSOCIATION (original amount, \$50,000—due in quarterly installments of \$1,000 plus interest at 2½ % per annum) .....	34,000
<b>DUE FROM CALIFORNIA MEDICAL ASSOCIATION:</b>	
Note receivable .....	\$70,000
Contributions receivable .....	20,848
Accrued interest on note at 3 % per annum .....	1,050
OTHER ACCRUED INTEREST RECEIVABLE .....	117
<b>TOTAL</b> .....	<b>\$179,022</b>

**SOURCE OF ASSETS**

CONTRIBUTED AT ORGANIZATION .....	\$ 92,132
EXCESS OF INCOME OVER EXPENDITURES (Exhibit B) .....	86,890
<b>TOTAL</b> .....	<b>\$179,022</b>

**Statement of Income**  
**and Expenditures**  
**for the Year Ended**  
**June 30, 1965**

**EXHIBIT B**

<b>INCOME:</b>	
Contributions:	
California Medical Association (see note) .....	\$21,181
The Woman's Auxillary of the California Medical Association .....	3,586
Interest earned:	
U.S. Treasury bonds and bills .....	\$ 2,189
Loans .....	1,954
<b>TOTAL</b> .....	<b>\$28,910</b>
<b>EXPENDITURES:</b>	
Payments to beneficiaries:	
Los Angeles County Physicians Aid Association .....	\$ 6,000
Others .....	8,750
Other .....	590
<b>TOTAL</b> .....	<b>\$15,340</b>
<b>EXCESS OF INCOME OVER EXPENDITURES:</b>	
Current year .....	\$13,570
Beginning of year .....	73,320
<b>END OF YEAR</b> .....	<b>\$86,890</b>

**NOTE:** The constitution of the California Medical Association, Article IV, Section 6, provides: "At least \$1 out of the annual dues paid by each active member of the Association shall be allocated to the Physicians' Benevolence Fund, Inc., a corporation, and shall be used for the purposes as set forth in that corporation's Articles and Bylaws."

ASSETS		
CASH IN BANK .....		\$69,537
LIABILITIES AND (DEFICIT)		
PAYABLES:		
Due to California Medical Association .....	\$16,703	
Other .....	167	
Total .....		\$16,870
UNEXPENDED PORTION OF GRANTS RECEIVED:		
United States Department of Health, Education, and Welfare (Note 1) .....	\$ 3,231	
State of California Department of Mental Hygiene .....	12,426	
Total .....		15,657
UNEXPENDED PORTION OF RESTRICTED CONTRIBUTIONS RECEIVED .....		38,750
EXCESS OF INCOME OVER EXPENDITURES (DEFICIT) .....		(1,740)
TOTAL .....		\$69,537

See notes to financial statements

**CALIFORNIA MEDICAL  
EDUCATION AND  
RESEARCH FOUNDATION**  
(A Nonprofit Organization)

**Balance Sheet  
June 30, 1965**

**EXHIBIT A**

	Total	Audio- Digest Foundation	U.S. Dep't. of Health, Education, and Welfare	Dep't. of Mental Hygiene State of California	California Medical Association	General Funds
INCOME:						
Grants and restricted contributions .....	\$63,199	\$25,000	\$ 5,000	\$33,199		
Other .....	3,534				\$3,534	
TOTAL .....	\$66,733	\$25,000	\$ 5,000	\$33,199	\$3,534	
EXPENDITURES:						
Contribution—California College of Medicine .....	\$25,000	\$25,000				
Services:						
Administrative .....	22,051		\$ 9,879	\$12,172		
Other .....	7,140		2,516	4,624		
Consultants and authors .....	2,250			2,250		
Supplies and printing .....	3,088		553	290	\$1,980	\$ 265
Key punch processing .....	377		377			
Mailing and postage .....	473		325	41	72	35
Telephone and telegraph .....	69		36	4	25	4
Travel and meeting .....	2,088		421	229	1,438	
Charge to cover payroll taxes and employee benefits .....	2,118		974	1,144		
Professional fees .....	525					525
Other .....	38			19	19	
TOTAL .....	\$65,217	\$25,000	\$15,081	\$20,773	\$3,534	\$ 829
UNEXPENDED PORTIONS OF GRANTS ON RESTRICTED CONTRIBUTIONS RECEIVED:						
Increase (decrease), current year .....			\$(10,081)	\$12,426		
Balance, June 30, 1964 .....		\$38,750	13,312			
Balance, June 30, 1965 .....		\$38,750	\$ 3,231	\$12,426		
EXCESS OF INCOME OVER EXPENDITURES (DEFICIT):						
Increase (decrease), current year .....						\$ (829)
Balance, June 30, 1964 .....						(911)
Balance, June 30, 1965 .....						\$(1,740)

See notes to financial statements

**Statement of  
Income  
Expenditures  
and  
Fund Balances  
for the  
Year ended  
June 30, 1965**

**EXHIBIT B**

NOTE 1: The Foundation has been awarded community health project grants by the United States Department of Health, Education, and Welfare, which has been applied as follows:

Period of Grant	Amount of Grant	Funds Received	Expenditures Applied	Unused Balance
6-1-62- 5-31-63 .....	\$14,700	\$11,777	\$ 8,182	\$3,595*
6-1-63- 5-31-64 .....	26,131	14,132	13,606	4,121*
6-2-64-11-30-65 .....	43,113	15,778	16,668	3,231
		\$41,687	\$38,456	\$3,231

\*Applied to succeeding grant.

NOTE 2: The Foundation received a contract in the amount of \$44,265 from the California State Department of Mental Hygiene for the study of means of meeting the shortage of mental health personnel in California. At June 30, 1965, the Foundation had received \$33,199 against which expenditures of \$20,773 were charged. An additional sum of \$7,378 was received in July, 1965 for May and June installments.

**Notes to  
Financial  
Statements  
June 30, 1965**

**SIX NINETY THREE  
SUTTER  
PUBLICATIONS, INC.**

**Balance Sheet  
June 30, 1965**

**EXHIBIT A**

<b>ASSETS</b>	
CASH .....	\$17,287
ACCOUNTS RECEIVABLE .....	804
INVENTORY .....	15,097
DEPOSIT AND DEFERRED ORGANIZATIONAL EXPENSE .....	75
<b>TOTAL .....</b>	<b>\$33,263</b>

<b>LIABILITIES AND STOCKHOLDER'S EQUITY</b>	
<b>LIABILITIES:</b>	
Accounts payable .....	\$ 768
Account payable California Medical Association .....	22,715
Federal income tax payable .....	1,548
<b>Total liabilities .....</b>	<b>\$25,031</b>
<b>STOCKHOLDER'S EQUITY:</b>	
Capital stock (authorized, 2,500 shares of \$10.00 par value each; issued and outstanding, 100 shares) (see note) .....	\$ 1,000
Retained earnings (Exhibit B) .....	7,232
<b>Total stockholder's equity .....</b>	<b>8,232</b>
<b>TOTAL .....</b>	<b>\$33,263</b>

**NOTE:** The Trustees of the California Medical Association are the sole stockholder of this Corporation.

**Statement of Income  
and Retained Earnings  
for the Year Ended  
June 30, 1965**

**EXHIBIT B**

<b>OPERATING REVENUE:</b>	
Sales .....	\$29,649
Cost of goods sold .....	17,068
<b>GROSS PROFIT ON SALES .....</b>	<b>\$12,581</b>
<b>EXPENSES:</b>	
<b>Office expense:</b>	
Services .....	\$1,800
Rent .....	300
Supplies .....	879
Fees .....	375
Other .....	27
<b>Shipping expense:</b>	
Services .....	\$ 498
Postage, freight, and express, net .....	731
<b>Personal property taxes .....</b>	<b>815</b>
<b>State franchise and sales tax .....</b>	<b>120</b>
<b>NET INCOME BEFORE FEDERAL INCOME TAX .....</b>	<b>\$ 7,036</b>
<b>FEDERAL INCOME TAX .....</b>	<b>1,548</b>
<b>NET INCOME FOR THE YEAR .....</b>	<b>\$ 5,488</b>
<b>RETAINED EARNINGS:</b>	
At beginning of the year .....	1,744
<b>AT END OF THE YEAR .....</b>	<b>\$ 7,232</b>

## Technical Exhibits

TECHNICAL EXHIBITS will be housed in the Hotel Biltmore's Rex Room, located directly below the Biltmore Bowl and reached by escalator. Here the many exhibitors will present their products and services for members of the Association.

All exhibits and all products exhibited have been screened by a committee as a means of eliminating those which do not meet high standards. The exhibitors agree to this procedure and agree that by this means each will be in good company.

Here in one area will be found the latest developments in

drugs, equipment and services to aid the physician in his professional activities. All physicians are urged to visit the exhibits; meetings have been planned to allow ample time for this important activity. Your visit will not only help bring your own knowledge up to date; it will demonstrate to our exhibitors, who contribute so much to the success of the meeting, that we recognize and appreciate their fine cooperation.

Exhibits are open from 9 a.m. to 5 p.m. each day, Sunday through Tuesday, with an early closing on Wednesday.

### ABBOTT LABORATORIES North Chicago, Illinois

Booth 66

ABBOTT LABORATORIES invites you to visit our exhibit. Our representatives will be happy to answer any questions you may have concerning our leading products and new developments.

### ALTA-DENA DAIRY City of Industry

Booth 35

CERTIFIED MILK, will be served, taste the difference. Produced clean, disease free, antibiotic free, and guaranteed safe through daily laboratory tests conducted under supervision of Los Angeles County Medical Association Milk Commission for over 56 years.

KEFIR: Medical reports indicate good results in normalizing intestinal function following antibiotic therapy. This cultured milk is seeded with *L. Acidophilus* and other friendly lactobacters.

Medical Milk Commission Laboratory reports are made available at each convention for your inspection—your questions will be answered by representatives.

### AMERICANA CORPORATION Beverly Hills

Booth 44

See the newly revised 1965 AMERICANA ENCYCLOPEDIA and MIN/MAX TEACHING MACHINE.

### AQUA TEC CORPORATION Denver, Colorado

Booth 4

AQUA TEC CORPORATION will have personnel on hand to demonstrate WATER PIK, Personal Oral Hygiene Appliance.

### ARNAR-STONE LABORATORIES, INC. Mount Prospect, Illinois

Booth 50

AMERICAIN TOPICAL ANESTHETIC—20 per cent dissolved benzocaine in a water-soluble base—ointment, liquid, suppositories and aerosol forms. Aerosol operates rightside up or upside down for contortion free application. HAZEL-BALM—cooling, soothing witch hazel and emollient lanolin in aerosol form—provides a comforting "cushion of foam." Wide range of usefulness in office and hospital practice.

TETRASULE—prolonged protection against attacks of angina pectoris—b.i.d. dosage of PETN with or without sedation.

### ASTRA PHARMACEUTICAL PRODUCTS, INC. Worcester, Massachusetts

Booth 27

Information and descriptive literature pertaining to XYLOCAINE® (lidocaine) and CITANEST® (propitocaine) local and topical anesthetics, and iron preparations ASTRAFER® (dextriferron) for intravenous use and JEC-TOFER® (iron sorbitex) for intramuscular administration will be available at the ASTRA booth presided over by our representative, Mr. Eric V. Ericson.

### AUDIO-DIGEST FOUNDATION Pacific Medical Equipment Co. North Hollywood

Booth 89

AUDIO-DIGEST FOUNDATION (a non-profit subsidiary of the California Medical Association) gives the busy physician a time-saving tour through the best of some 600 current medical journals, plus the highlights of scores of national meetings. Time-proven, but still unique—these medical tape-recorded services are now offered in seven series—*General Practice, Surgery, Internal Medicine, Obstetrics & Gynecology, Anesthesiology* and *Ophthalmology*.

Digest subscribers listen in their car, home or office. Carefully selected tape equipment for playing the Digests is offered at the convention by Pacific Medical Equipment Co.

### AYERST LABORATORIES Los Angeles

Booths 64 & 73

We invite all physicians to visit each of the AYERST Exhibits at the annual California Medical Meeting. One exhibit will feature PENBRITIN, the new broad spectrum penicillin effective against both gram negative and gram positive bacteria, the other exhibit featuring PREMARIN and the new concept, as well as other AYERST specialties.

### BARNES-HIND LABORATORIES Sunnyvale

Booth 46

BARNES-HIND LABORATORIES will exhibit their complete line of HEB-CORT creams and lotions, brand of hydrocortisone creams and lotions, and TRANQUINAL (acetylcarbromal 0.13 gm, bromisovalum 0.25 gm, scopolamine hydrobromide 0.10 mg) the ideal daytime sedative. Complete information and product literature may be obtained at Booth No. 46.

### DON BAXTER, INC. Glendale

Booth 74

DON BAXTER will exhibit the first complete "System" for use in urological irrigating procedures.

Several new products for I.V. Therapy will also be featured.

### BERKELEY MEDICAL INSTRUMENTS Berkeley

Booth 75

A new and simplified method for accurate hemoglobin, glucose, uric acid, cholesterol and B.U.N. determinations in the doctor's office or in the laboratory. Highly reliable results available in minutes. Simplified procedures. Very inexpensive operations.

The instrument is compact, rugged and completely transistorized. These units are in regular use in doctors' offices, laboratories, medical schools, and hospitals.



**BREON LABORATORIES INC.**  
New York, New York

Booth 29

BREON LABORATORIES INC. presents a full line of products for the care of patients with chronic obstructive pulmonary diseases.

Included are BRONKOMETER, BRONKOSPRAY, BRONKOTABS, BRONKOTAB ELIXIR and BRONKEPHRINE. Supplying a variety of formulas, dosage forms and actions; these products offer both prophylaxis and therapy, in chronic or acute conditions, to all ages. BREON personnel will gladly discuss specific products and therapies with you.

**BRISTOL LABORATORIES**  
Syracuse, New York

Booth 16

BRISTOL LABORATORIES' exhibit features TECOPEN (sodium cloxacillin monohydrate). Unlike penicillin V or G, TECOPEN eradicates streptococci, pneumococci, staphylococci, and resistant staphylococci; and is priced comparable to quality brands of penicillin V and G. TECOPEN is available in three dosage forms: 250 mg capsules, oral solution, and 125 mg pediatric capsules.

**THE BROWN PHARMACEUTICAL COMPANY** Booth 31  
Los Angeles

The products the BROWN PHARMACEUTICAL COMPANY will exhibit are: ANDROID, ANDROID H.P., ANDROID X, ANDROID PLUS.

Double blind studies on the use of ANDROID in the treatment of impotence will be available. Also, double blind studies on the use of CEREBRO-NICIN, a cerebro stimulant and vasodilator will be available. Other products will be: GLUKOR, LIPO-NICIN, GERAMINE.

Samples will be given to interested physicians or sent to their home.

**BURROUGHS WELLCOME & CO. (U.S.A.) INC.** Booth 67  
Tuckahoe, New York

You are cordially invited to visit us for information on our products and the newest developments from the research facilities of BURROUGHS WELLCOME & Co.

**BURTON, PARSONS & COMPANY, INC.** Booth 92  
Washington, D.C.

You are cordially invited to stop at the BURTON, PARSONS & COMPANY exhibit where our representative will be showing KONSYL, L. A. FORMULA, NEUTRAcarb and EKG SOL. Samples, descriptive literature, and information will be available on all these products. KONSYL and L. A. FORMULA are the original refined psyllium bulk laxatives. NEUTRAcarb, the antacid available in five delightful flavors, cherry, lemon, lime, peppermint, raspberry. EKG SOL is the original electrode cream for electrocardiography and electroencephalography.

**CARNATION COMPANY** Booth 90  
Los Angeles

The product to be featured will be the new INSTANT BREAKFAST.

**CASS & JOHANSING** Booth 100  
Los Angeles

Representatives will be present to discuss approved County Medical Association Insurance Programs—Professional Liability, Group Disability, Non-Cancellable Disability, Life and Accidental Death & Dismemberment.

In addition, assistance in complete insurance programming will be available.

**CIBA PHARMACEUTICAL COMPANY** Booths 18 & 19  
Summit, New Jersey

The exhibit will highlight the Professional Information Services available from CIBA to the medical profession. These services include Physical Diagnosis Films, Scientific Films, Projection Slides of Medical Illustrations, Clinical Symposia, The CIBA Collection of Medical Illustrations (by Frank H. Netter, M.D.).

**THE COCA-COLA COMPANY** Booth 81  
Atlanta, Georgia

"Ice-cold COCA-COLA served through the courtesy and cooperation of THE COCA-COLA BOTTLING COMPANY of Los Angeles, and THE COCA-COLA COMPANY."

**COLE PHARMACAL COMPANY, INC.** Booth C  
St. Louis, Missouri

COLE PHARMACAL COMPANY will feature IODO-NIACIN and its role in arteriosclerotic, bronchial and sinusitis therapy. See new anatomical art. Helpful information on AS-MINYL, PYRA-GESIC and BANALG and other select COLE products will be available.

**CORECO RESEARCH CORPORATION** Booth 43  
New York, New York

The CORET CAMERA embodies the principle of electronic flash and constant automatic control of such factors as distance, aperture, field, and exposure. Now, for the first time, CORECO offers a completely automatic professional clinical camera purposely designed to achieve the ultimate in surface, intra-oral, and intra-tubular photography. Because of the simplicity of operation, even an inexperienced doctor or nurse can achieve consistently perfect color transparencies.

**CUTTER LABORATORIES** Booth 41  
Berkeley

The CUTTER LABORATORIES booth will feature tangible evidence of the laboratories' leadership in human blood fractions, research and manufacturing. This evidence includes HYPER-Tet™ (Tetanus Immune Globulin-Human), HYPERTUSSIS® (Pertussis Immune Globulin-Human), HYPAROTIN® (Mumps Immune Globulin-Human), and GAMASTAN® (Immune Serum Globulin-Human). BREND (noscipine) a new chewable cough suppressant and other prescription specialty products will also be presented.

**DAIRY COUNCIL OF CALIFORNIA** Booth 63  
Sacramento

"AGE MAKES A DIFFERENCE IN CALORIE NEEDS"—A presentation of changing calorie needs throughout life with relation to activity and age. Four food groups emphasize that whatever the age and calorie needs, selective food choices are important.

Nutrition education materials will be displayed that are available, without charge, for helping to reinforce diet instructions to patients.

**DAYLIN MEDICAL & SURGICAL SUPPLY, INC.** Booth 48  
Huntington Park — San Francisco

One source for all your needs—The DAYLIN line of fine pharmaceuticals:

EQUIPMENT — INSTRUMENTS — SUPPLIES

Franchised distributor for the best in the health industry.

**DIAPULSE CORPORATION OF AMERICA** Booth 49  
New York, New York

DIAPULSE therapy provides safe, effective treatment through stimulation of normal body defenses. DIAPULSE is of particular value in increasing peripheral blood flow and accelerating wound healing.

**DOME LABORATORIES** Booth 53  
New York, New York

DOME LABORATORIES, Division of MILES LABORATORIES INC., world leader in dermatologicals will feature dermatological specialties that are of interest to the members of the California Medical Association. Topical steroid products as CORT-DOME®, NEO-CORT-DOME®, DOMEFORM-HC®, LIDA-MANTLE-HC and COR-TAR-QUIN™ will be presented. We will feature DOME's new antidandruff scalp lotion SCANDAN™. SCANDAN is a clear, nonstaining, non-greasy and nonsticky liquid, for the scalp between shampooes.

We will also feature at this meeting, ALLPYRAL®, DOME's exclusive line of alum precipitated pyridine extracts.

**D. M. DOYLE PHARMACEUTICAL COMPANY** Booth 30  
A Division of The Dietene Company  
Minneapolis, Minnesota

Have you tasted MERITENE? MERITENE is the good-tasting *protein-vitamin-mineral* food supplement prescribed to provide concentrated nutrition for patients with poor appetite or tolerance for ordinary food. Visit our booth and let us serve you a cool, refreshing MERITENE Nourishment.

While there, review also our DIETENE Reducing Plan, designed to get better cooperation from over-weight patients. The DIETENE Plan provides optimum nutrition and maximum satiety without the use of drugs.

MERITENE and DIETENE are advertised only to the medical profession.

**ENCYCLOPAEDIA BRITANNICA** Booth 96  
Chicago, Illinois

ENCYCLOPAEDIA BRITANNICA welcomes delegates to the California Medical Association meeting and invites them to examine the great new edition of BRITANNICA.

Official delegates may now purchase this magnificent set at an offer only available at our convention exhibits. Visit BRITANNICA's Booth No. 96.

**ENDO LABORATORIES INC.** Booth 91  
Garden City, New York

ENDO LABORATORIES will present the latest clinical information relating to our products, PERCODAN®, PERCOGESIC-C®, PERCODAN®-DEMI, COUMADIN® (warfarin sodium), NUMORPHAN® (oxymorphone) HCL, HYCOMINE®, HYCOMINE®-COMPOUND, HYCODAN®, VALPIN® (anisotropine methylbromide), VALPIN®-PB (anisotropine methylbromide with phenobarbital).

**FELLOWS-TESTAGAR** Booth 45  
Detroit, Michigan

FELLOWS-TESTAGAR features: AMODEX TIMED CAPSULES (anorexigenic); PENTRYATE TIMED CAPSULES (vasodilator) and FEMOGEN Tablets (conjugated estrogens). Of special interest will be our new sampling technique—the Rx AMPLE PROGRAM—the modern and convenient physician starter sample method.

Stop by for an official copy of the HR-2 Drug Abuse Law.

FELLOWS-TESTAGAR also celebrates their Centennial Year. Fellows Medical Mfg. Co., Inc., has been in continual operation since 1866.

**CHARLES O. FINLEY & COMPANY, INC.** Booth 3  
Los Angeles

CALIFORNIA MEDICAL ASSOCIATION DISABILITY INSURANCE PROGRAM—Protect your most valuable asset, "Your Earning Power." New rates for the younger doctor. Applicants to California Medical Association are now eligible to apply. Private flying now covered.

**FLINT LABORATORIES** Booth 28  
Morton Grove, Illinois

Featured products are SYNTHROID® and HU-TET™ . . . SYNTHROID (sodium levothyroxine) tablets and injection, the active principle of the thyroid gland, prepared synthetically in pure crystalline form for predictable and stable therapeutic results.

HU-TET (Tetanus Immune Globulin-Human), tetanus antitoxin of human origin for virtual freedom from sensitivity reactions. Now available from FLINT LABORATORIES in 250 unit vials for economical and long-lasting protection.

**FULLER PHARMACEUTICAL COMPANY** Booth 62  
Minneapolis, Minnesota

**GEIGY PHARMACEUTICALS** Booth 14  
Yonkers, New York

GEIGY PHARMACEUTICALS cordially invites members and guests of the Association to visit its exhibit. The exhibit features important new therapeutic developments in the management of cardiovascular disease as well as current concepts in the control of inflammation; hypertension and edema; depression; obesity, and other disorders, which may be discussed with representatives in attendance.

**GERBER BABY FOODS** Booth 37  
Fremont, Michigan

You are cordially invited to visit our exhibit. You will be briefly but reliably informed of recent developments in the only *complete* line of infant foods. New editions of "Nutritive Values" and "Ingredients" of GERBER baby foods are among a number of specialized services available for your office. Attractive packets of individualized food lists for your food-sensitive babies are just off the press and ready for your order. Please stop by.

**GREAT BOOKS with The SYNTOPICON** Booth 34  
Chicago, Illinois

**THE GROLIER SOCIETY, INC.** Booth 32  
Los Angeles

Brand-new edition of the world-famous BOOK OF KNOWLEDGE, available at a special exhibit offer for members only.

**GUARDIAN CHEMICAL CORPORATION** Booth 2  
Long Island City, New York

The company will exhibit the following pharmaceutical specialties:

RENACIDIN—for irrigating indwelling urethral catheters and the urinary bladder to prevent or remove encrustations due to calcification.

PHOS-PHAID—for urinary acidification in order to in-

crease calcium solubility and assist in preventing formation of calcifications in the urinary tract.

**LUBRASEPTIC JELLY**—the anesthetic, antibacterial, water-soluble lubricant.

**CLORPACTIN WCS-90** (sodium oxychlorosene) for use in the prevention of postoperative infections and in the treatment of infections which are antibiotic resistant.

**CLORPACTIN XCB** (oxychlorosene)—for use in destroying viable tumor cells during cancer surgery for the purpose of minimizing local recurrences.

**J. H. HEDRICK & CO.**  
San Gabriel

Booth 26

Designers and builders of medical-dental buildings as well as other office buildings, motels, and apartments. Home office in San Gabriel, California. Branch offices in South San Francisco, Santa Barbara, Ventura, and San Diego, California.

**JACUZZI RESEARCH INC.**  
Berkeley

Booth 42

Demonstration of portable JACUZZI WHIRLPOOL BATH for use in hydrotherapy treatments in hospitals, nursing homes and clinics. The JACUZZI WHIRLPOOL BATH will be shown in use in a plastic pool. Exhibit also includes technical photos and literature depicting the uses and benefits of JACUZZI WHIRLPOOL BATH.

**THE JOBST INSTITUTE, INC.**  
Toledo, Ohio

Booth 8

JOBST custom-made Venous Pressure Gradient Supports prescribed by leading vascular specialists for the treatment and control of vascular disorders such as varicose veins, the post-phlebitis syndrome, chronic venous insufficiency and lymphedema of the extremities. The JOBST Intermittent Compression Units are used in the treatment of massive and obstinate lymphedema of the extremities such as postmastectomy lymphedema and lymphedema due to node dissection. Intermittent Compression Units and Pneumatic Appliances are available on rental for home use.

**KENWOOD LABORATORIES, INC.**  
New Rochelle, New York

Booth 61

Featured in our display is PAPAVALTRAL, a vasodilator, pentaerythritol tetranitrate and smooth muscle relaxant, ethylpapaverine HCL (ethaverine hydrochloride) for the aid in the treatment of Angina Pectoris and Peripheral vascular diseases. PAPAVALTRAL is supplied both in tablets 10 mg and 20 mg. Also long-acting capsules.

**KEY PHARMACEUTICALS, INC.**  
Miami, Florida

Booth D

NITROGLYN - PROPERNOL - HYASORB - SEDUTIN - THEONAR - CARBAMINE - NITROGLYN-SUBLINGUAL.

**LEDERLE LABORATORIES**  
Pearl River, New York

Booth 6

LEDERLE LABORATORIES, one of the leaders in medical research and development, is proud to support the 1966 Annual Session of the California Medical Association. Our sales representatives in Booth No. 6 are qualified to discuss products such as DECLOMYCIN®, ACHROMYCIN®V, ARISTOCORT®, AMICAR®, as well as our many services to physicians. We hope to be of service to your practice.

**ELI LILLY AND COMPANY**  
Indianapolis, Indiana

Booth 33

You are cordially invited to visit the LILLY exhibit. Our sales representatives in attendance welcome your questions about LILLY products. You may be particularly interested in discussing KEFLIN® cephalothin, or C-QUEENS™ Sequential folder containing fifteen 80-mcg tablets of mestranol plus five tablets each combining 80 mcg mestranol and 2 mg chlormadinone acetate.

**LOMA LINDA FOODS**  
Riverside

Booth 72

LOMA LINDA FOODS, manufacturers of the tasty hypoallergenic infant soy milk, SOYALAC, will be pleased to show evidence of the nutritional adequacy of their product. The company is America's exclusive manufacturer of fiber-free soy milk. Qualified attendants will be pleased to explain why this milk is unusual in that it does not tend to raise infants' serum cholesterol. Uses of this milk for adult ulcer patients and in cholesterol-lowering diets will be discussed. Samples of this flavorful product will be served.

**McNEIL LABORATORIES, INCORPORATED**  
Fort Washington, Pennsylvania

Booth 84

Members of the California Medical Association are cordially invited to visit our Booth No. 84. Products to be featured are: BUTISOL SODIUM® (sodium butabarbital), PARAFON FORTE® and TYLENOL® (acetaminophen).

**MEAD JOHNSON LABORATORIES**  
Evansville, Indiana

Booth 83

The MEAD JOHNSON LABORATORIES' exhibit has been arranged to give you the optimum in quick service and product information. To make your visit productive, specially trained representatives will be on duty to tell you about their products.

**MEDCO PRODUCTS CO.**  
Tulsa, Oklahoma

Booth 25

MEDCO's direct reading instant thyroid test.

The MEDCO ACHILLEOMETER is a solid state (transistorized) Achilles Reflex Test (A.R.T.) Computer. Permits immediate and accurate diagnosis—answers the problem of the borderline Hypo-Thyroid and response to therapy.

As no electrocardiograph is necessary, the ACHILLEOMETER offers the Achilles Reflex Test (A.R.T.) method of testing thyroid function to many additional physicians. Compact, (5½ lbs.), no warm-up period, desk-top convenience.

**MEDICAL MANAGEMENT CONTROL**  
San Francisco

Booth 93

Member: Society of Professional Business Consultants.

Material and information on the four major areas of service to which MEDICAL MANAGEMENT CONTROL devotes itself exclusively in serving the physicians' needs in the management of solo, partnership, group or association practice. These areas include:

1. Practice management consultation—Including book-keeping services, tax and financial planning and control.
2. Facilities management—Including feasibility studies, planning construction, creating, supervising, and reorganization of medical arts centers.
3. General and special surveys of solo, partnerships, groups and associations.
4. Partnership, group and association management—

Including business advice on formation of such groups and follow-through procedures to insure successful operation.

**THE MEDICAL PROTECTIVE COMPANY** Booth 36  
Fort Wayne, Indiana

**MERCK SHARP & DOHME** Booth 82  
West Point, Pennsylvania

The MERCK SHARP & DOHME exhibit has been designed to supplement the physicians therapeutic armamentarium. Technically trained personnel are present to discuss the scope and variety of services offered.

**MILEX-FERTILEX CO.** Booth 99  
Los Angeles

Ask for your sample copy "*Personal Understanding of Marriage*," by Dr. Robert Rutherford and Jean Rutherford. A total of seven Doctor-to-Patient titles now available.

**MISSION PHARMACAL COMPANY** Booth 103  
San Antonio, Texas

MISSION PHARMACAL COMPANY will be displaying new HOMAPIN® LIQUITAB™ (homotropine methylbromide), the first chewable, flavored antispasmodic to be marketed in the United States. Also featured will be PRULET® LIQUITAB™, a flavored, chewable form of Mission's very popular PRULET laxative tablets.

Other well known products of MISSION manufacture are EQUILET® antacid tablets; FOSFREE® for nocturnal leg cramping; SUPAC®, a non-narcotic analgesic compound; FETAMIN® (methamphetamine and phenobarbital with vitamins) for sensible weight control; and IROMIN-G®, a hematinic supplement.

**THE NATIONAL DRUG COMPANY** Booth 60  
Division of Richardson-Merrell Inc.  
Philadelphia, Pennsylvania

THE NATIONAL DRUG COMPANY will exhibit new AVC DIENESTROL for atrophic vaginitis complicated by infection; TEPANIL TEN-TAB (diethylpropion hydrochloride continuous release form) indicated for day-long reduction of appetite as an aid in any weight-reduction program, even for diabetics, hypertensives and cardiacs; ORENZYME, the original oral proteolytic enzyme for reduction of inflammation and edema; and AVC IMPROVED for comprehensive vaginal anti-infective therapy.

**NEELY SALES DIVISION** Booth 69  
Hewlett-Packard  
North Hollywood, California

SANBORN DIVISION, HEWLETT-PACKARD—Model 500 Electrocardiograph with matching mobile cart and 1506A Heart Sound Amplifier. Model 75 Blood Cell Counter and new Model 74 Auto-diluter. Model S1000 Blood Analyzer for cholesterol, hemoglobin, glucose and uric acid determinations. Also, SANBORN's complete new line of Model 780 patient monitoring and resuscitation equipment for intensive care, recovery and emergency rooms. The Model 780 units are of modular construction and are complete with carts, transducers, brackets and cabling for a complete, integrated system.

**THE NETTLESHIP COMPANY OF LOS ANGELES** Booth A  
Los Angeles

Administrators of Professional Liability, Group Accident and Sickness, and Life Insurance Programs for County Medical Associations and Trusts in California.

Qualified representatives available to discuss problems pertaining to hospital or individual professional liability coverage, accident and sickness, life, or other types of insurance.

Literature, which will assist in the prevention of claims and various forms to be used to protect, as far as possible, against malpractice claims.

**NEUTROGENA CORP.** Booth 95  
Santa Monica

NEUTROGENA SOAP is a mild, transparent, ethanolamine-base soap and contains no free alkali. It is not a detergent nor is it medicated; yet so different it was granted a U.S. patent (No. 2,820,768). NEUTROGENA is mild, non-drying, and non-irritating. It is well-tolerated in cases of common dermatitis, eczema, acne and other skin problems . . . especially where washing with soap is contra-indicated.

**NIAGARA THERAPY MANUFACTURING CORPORATION** Booths 76 & 77  
Los Angeles

CYCLO-MASSAGE products.

**ORGANON INC.** Booth 88  
West Orange, New Jersey

ORGANON INC. invites you to Booth No. 88 where skilled representatives will demonstrate the newest developments in endocrinology. Your questions and comments are invited.

**ORTHO PHARMACEUTICAL CORPORATION** Booths 1 & 97  
Raritan, New Jersey

Welcome to Booth No. 1 where ORTHO® is proud to present the most complete line of medically accepted products for the control of conception. Of special note are the two latest products of the ORTHO Research Foundation, ORTHO-NOVUM® tablets and DELFEN® Vaginal Foam.

Also on display in Booth No. 97 will be our well-known products for treatment of various forms of vaginitis.

Your questions will be welcomed by representatives in attendance.

**OXFORD FURNITURE DISTRIBUTING CO.** Booths 101 & 102  
Los Angeles

The OXFORD THERMASSAGE CHAIR—A tilt-back, oscillating, massage chair with soothing heat and roller-massager back.

**PARKE, DAVIS & COMPANY** Booth 94  
Detroit, Michigan

Medical service members of our staff will be in attendance at our booth to discuss important PARKE-DAVIS specialties which will be on display.

**PASADENA RESEARCH LABORATORIES, INC.** Booth 59  
Pasadena

Representatives from several areas of the State of California will be in attendance at our booth to greet the members of the California Medical Association and to discuss the merits of some of our fine products with them.

**PFIZER LABORATORIES** Booth 12  
New York, New York

**PITCHER ELECTRONICS, INC.****Booth 57**

Brea

Portable X-Ray and Physical Medicine equipment by SIEMENS, builders of the world's finest medical equipment.

Factory personnel in attendance at the booth.

**PLEASURE TOY HOUSE****Booth 40**

Fontana

BEHAVIOR INCENTIVES—For the professions only. Selected and individually packaged toy guaranteed to please your "little patients."

Princess Ann American-made rings, as pretty as mom's; Spinner, twistee, imprint balloons; Itty Bitty's and many, many more high-quality, low-cost toys for girls and boys.

**PROCTER & GAMBLE COMPANY****Booths 85 & 86**

Cincinnati, Ohio

Booth will feature SAFEGUARD—PROCTER & GAMBLE's new anti-bacterial bar soap that can be of significant value wherever suppression of bacterial skin flora is indicated.

**RIKER LABORATORIES****Booth 9**

Northridge

Representatives of RIKER LABORATORIES will be glad to supply you with complete information concerning our products which are available to the medical profession. Please feel free to request answers to any questions you may have. We will be looking forward to your visiting our booth.

**RITTER EQUIPMENT COMPANY****Booth 51**

Rochester, New York

Let Pat Kelly or Lew Cook demonstrate the new LIEBEL-FLARSHEIM manufactured Uniflex Diathermy to you. The unique Applicator is ideal for either local or long-path treatment—no more changing applicators.

Also on display will be the RITTER 75 and 45 Power Tables—one is right for your practice.

See also the colorful Model 7 SPEEDCLAVE, the BANTAM BOVIE, and the No. 8 Lamp.

**A. H. ROBINS COMPANY, INC.****Booth 13**

Richmond, Virginia

You are cordially invited to visit the ROBINS display and meet our representatives who will be happy for the opportunity to discuss products of interest to you.

**ROCHE LABORATORIES****Booth 24**

Nutley, New Jersey

Continuing ROCHE research has produced outstanding contributions to medicine since 1909. The personnel at the exhibit welcome your comments, questions or suggestions about our products and services.

**J. B. ROERIG & COMPANY****Booth 11**

New York, New York

Representatives of J. B. ROERIG & COMPANY will be glad to supply you with complete information concerning our products which are available to the medical profession. Please feel free to request answers to any questions you may have. We will be looking forward to your visiting our booth.

**SANDOZ PHARMACEUTICALS****Booth 54**

Hanover, New Jersey

SANDOZ PHARMACEUTICALS cordially invites you to visit our display at Booth No. 54, where we are featuring

MELLARIL, SANSERT, CAFERGOT P-b, FIORINAL and FIORINAL with codeine.

Any of our representatives in attendance will gladly answer questions about these and other SANDOZ products.

**W. B. SAUNDERS COMPANY****Booth 79**

Philadelphia, Pennsylvania

New SAUNDERS books since last year's meeting include: Bockus: *Gastroenterology*, 2nd ed., Vol. III; Gellis and Kagan: *Pediatric Therapy*; Ingelfinger et al.: *Controversy in Internal Medicine*; Conn, Clohery and Conn: *Current Diagnosis*; Friedberg: *Diseases of the Heart*; and Conn: *1966 Current Therapy*.

**SCHERING CORPORATION****Booths 70 & 71**

Bloomfield, New Jersey

SCHERING CORPORATION invites you to visit their Doctor-to-Doctor Convention Center. At this Center, physicians representing SCHERING CORPORATION will be available to discuss the company's latest medical services including teaching aids (slides, films and literature) and to answer questions concerning drug therapy with practitioners and those engaged in research. In the adjacent booth, No. 70, our SCHERING representatives will be available to discuss with you any questions you may have on AFRIN®, TIN-ACTIN®, CELESTONE®, SOLUSPAN™ or any other SCHERING product.

**G. D. SEARLE & CO.****Booth 23**

Chicago, Illinois

You are cordially invited to visit the SEARLE booth where our representatives will be happy to answer any questions regarding SEARLE Products of Research.

Featured will be ENOVID for ovulation control and pregnancy and menstrual disturbances; and FLAGYL, a potent, new trichomonocidal agent for trichomonal vaginitis, cervicitis, urethritis and prostatitis.

**SEVEN-UP BOTTLING COMPANY OF LOS ANGELES, INC.****Booth 47**

Los Angeles

**SHELLEY PROFESSIONAL PRODUCTS, INC.****Booth 98**

Los Angeles

A suite of SHELLEY "Futura" Examining Room Equipment and Modular cabinetry will be displayed in beautiful royal walnut with contrasting upholstery. Every piece of the examining room set is brilliantly styled and completely laminated with LIFETIME FORMICA—marproof—stainproof—will look New for years to come. Examining tables — cabinets — waste receptacles — operator's stools. See them on display at our booth. It's A MUST!

**SIEMENS MEDICAL OF AMERICA INC.****Booth 58**

Burlingame

SIEMENS MEDICAL will display the complete SIEMENS line. Different new developments for therapy and diagnosis will be shown and our representatives will be on hand to answer any questions you may have.

Few minutes at our booth may prove to be of great value to you.

**SMITH KLINE & FRENCH LABORATORIES****Booth 52**

Philadelphia, Pennsylvania

Representatives will be on hand to answer your specific questions, and provide information on their products and services.

**SMITH, MILLER & PATCH, INC.**  
New York, New York

**Booth 78**

SMITH, MILLER & PATCH, INC. cordially invites you to visit their exhibit. Our representatives will be pleased to discuss the latest advances in therapy. Featured at our exhibit will be: CEPHALGESIC, a new product for the treatment of headache; LIPOFLAVONOID, LIPOTRIAD, VITRON-C and KONDREMUL. Also featured will be a range of topical ophthalmic preparations including VASCON-A, an antihistamine/decongestant.

**SOCIETY OF MEDICAL FRIENDS OF WINE**  
San Francisco

**Booth E**

The SOCIETY OF MEDICAL FRIENDS OF WINE will sponsor an exhibit of the dietary and therapeutic values of wine, at which there will be available copies of the *Uses Of Wine In Medical Practice*, a summary of the results of 25 years of research on the chemical constituents, physiological effects and health values of wine.

**SOLANO LABORATORIES**  
Berkeley

**Booth B**

Laboratory services offered to the medical profession—automated and referral tests. A complimentary “annual survey”—health evaluation via laboratory analysis—will be offered to the physician.

**E. R. SQUIBB & SONS**  
New York, New York

**Booth 5**

E. R. SQUIBB & SONS has long been a leader in development of new therapeutic agents for prevention and treatment of disease. The results of our diligent research are available to the Medical Profession in new products or improvements in products already marketed.

At Booth 5, we will be pleased to present up-to-date information on these advances for your consideration.

**STACEY'S**  
Palo Alto, San Francisco, Denver

**Booth 15**

STACEY'S, the largest distributor of medical books in America, will be in attendance with a large display featuring the latest important books from all medical publishers, plus up-to-the-minute information about forthcoming books in each specialty. If you have not received your free copy of *Medical Books in Print*, be sure to stop by STACEY'S booth and pick one up.

**THE STUART COMPANY**  
Pasadena

**Booths 21 & 22**

A cordial invitation is extended to all members and guests attending this meeting to visit the STUART COMPANY booth. Specially trained representatives will be in attendance to answer your questions on new products, developed in our modern laboratories, which have particular interest for the medical profession. Products featured are DIALOSE, DIALOSE PLUS, MYLICON, MYLANTA, STUART PRENATAL, STUART PRENATAL-F, MULVIDREN-F and MULVIDREN JUNIOR.

**SWIFT & COMPANY**  
Chicago, Illinois

**Booth 65**

SWIFT'S Baby Foods—100 per cent meats, high meat dinners and egg yolks are featured at the SWIFT exhibit. Also on display are Jr. franks and chicken sticks specially prepared for toddlers. Attractive *Mother Booklets* are available on request as well as literature evaluating meat in the infant diet and other nutritional information on SWIFT'S Baby Foods.

**SYNTEX LABORATORIES, INC.**  
Palo Alto

**Booths 10 & 68**

SYNALAR® (fluocinolone acetonide), the topical corticosteroid designed to meet specific dermatologic needs, will be featured at Booth No. 10. SYNALAR has set a new standard of success in the treatment of a wide range of inflammatory dermatoses.

A warm invitation is extended to all physicians attending this meeting to visit our booth and discuss the latest developments from SYNTEX research.

NORINYL® (norethindrone 2.0 mg with mestranol 0.1 mg) tablets, an original steroid from SYNTEX LABORATORIES, will be featured at Booth No. 68. NORINYL 2 mg supersedes barrier methods of contraception.

Physicians are invited to register at the SYNTEX exhibit for complete information on this outstanding new product.

**3M BUSINESS PRODUCTS SALES INC.**  
Los Angeles

**Booth F**

3M Company's newest Bookkeeping and Billing System.

**TRU-EZE MANUFACTURING CO., INC.**  
Burbank

**Booth 87**

TRU-EZE will be exhibiting the newest TRU-TRAC electronically controlled portable intermittent traction machine and the “all new” redesigned TRACTOMATIC II.

Also demonstrated will be the RT-99 Friction-Free traction and therapy table FTC-20 Multi-Angle flexion chair, and the versatile TS-93 traction stand. Ultimate convenience is afforded by the LIQUI-TRAC traction weight bag on display and now available from TRU-EZE in 10 and 20 pound capacity as well as a diversified assortment of home traction & therapy devices.

**THE UPJOHN COMPANY**  
Kalamazoo, Michigan

**Booths 55 & 56**

Professional representatives of THE UPJOHN COMPANY are eager to contribute to the success of your meeting. We are here to discuss with you products of UPJOHN research that are designed to assist you in the practice of your profession. We solicit your inquiries and comments.

**U.S. VITAMIN & PHARMACEUTICAL CORP.**  
New York, New York

**Booth 20**

The U.S. VITAMIN & PHARMACEUTICAL CORPORATION cordially invites you to visit their exhibit where ARLIDIN will be on display, as well as other leading pharmaceutical specialties and nutritional products.

Professional service representatives will be in attendance to welcome you and to be of help in answering any inquiries pertaining to the products on display, as well as any of their other products.

**WALLACE LABORATORIES**  
Cranbury, New Jersey

**Booth 17**

We invite you to visit our booth where our representatives in attendance will be pleased to furnish information regarding WALLACE products and your related medical questions to assist you in your practice.

**WESTWOOD PHARMACEUTICALS**  
Buffalo, New York

**Booth 39**

WESTWOOD invites physicians to stop by their booth to discuss their unique dermatological products:

FOSTEX CREAM, PERNOX, SEBULEX, ALPHA-KERI, FOSTEX CAKE, SEBUTONE, FOSTRIL, KERI LOTION.

These products are particularly suitable for personal use by physicians and their families who may be plagued with dandruff, acne, dry and itchy skin, and sensitivities to soap. Register, so that we may send prescription units to your home.

**WHITE LABORATORIES, INC.**  
Kenilworth, New Jersey

Booth 7

WHITE LABORATORIES' exhibit features an important prescription product—DISOPHROL® CHRONOTAB® tablets. Medical Service Representatives will be happy to discuss the many indications and the superior therapeutic effectiveness of this preparation.

**WTS-PHARMACRAFT**  
Rochester, New York

Booth 38

DESENE: Most widely prescribed fungicide used in the prevention and treatment of athlete's foot and other superficial fungus infections of the skin.

CALDESENE: Provides a lubricating and emollient film which is effective in the prevention or treatment of diaper rash and minor skin irritations.

**WYETH LABORATORIES**  
Philadelphia, Pennsylvania

Booth 80

WYETH will feature . . .

NEW SERAX® (oxazepam, WYETH) Capsules—Important new specific for anxiety with broad clinical application, SERAX is notable for the wide separation of effective and side effective doses, is indicated in management and control of anxiety, tension, agitation, irritability and related symptoms. SERAX has great specificity and utility in a wide range of patients. It affords prompt response while at the same time allows the patient to function. Suitable for geriatric use too.

Full information is available at Booth No. 80.

WYETH will also feature . . .

UNIPEN® (sodium nafcillin, WYETH) Capsules and Injection—penicillin of choice for initial therapy in severe or potentially severe gram-positive infections. Provides immediate positive antibacterial action against staphylococci (penicillin-resistant and -susceptible), streptococci and pneumococci.

## QUALIFICATIONS/REQUIREMENTS FOR REGISTRATION

(a) All M.D.'s with credentials showing that they hold valid license to practice medicine. (Membership card in C.M.A.; county medical society/association or A.M.A. membership card.)

(b) Medical students will be admitted upon presentation of credentials from their medical schools identifying them as medical students. (A membership card of the Student American Medical Association or letter from their dean's office.)

(c) Medical assistants will be admitted upon presentation of a letter from the physician-employer or C.M.A.A. membership card.

(d) Military paramedical personnel will be admitted upon presentation of a letter requesting their admittance, written by their commanding officer.

(e) Dentists (D.D.S.), doctors of veterinary medicine (D.V.M.), registered nurses (R.N.), student nurses, x-ray technicians, laboratory technicians, allied public health personnel, and others will be admitted provided they have proper identification.

(f) All questions on admission will be passed upon by a member of the Committee on Registration who will be present at the desk.